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Component 2 Individual Report

Green Haven Florists is a small, independent flower shop in Norwich that opened in 2016. The owners, Liam and Priya Patel, built their reputation by offering creative arrangements and using sustainable materials, which helped them attract customers who care about the environment and bespoke service. Over the past year, however, the shop has begun to struggle. Costs have risen, sales inside the shop have dropped, and new competitors have entered the area. This report looks at the main issues behind these challenges, considers two possible ways forward, compares them, and outlines a plan for putting the chosen solution into action.

The Business Problem

The main issue facing Green Haven Florists is a sharp fall in in-store sales, which have dropped by around 30% within a year. Although online sales have increased slightly, they have not grown enough to cover the loss from fewer walk-in customers. A decline in foot traffic in the area — partly caused by nearby shops closing — means fewer people pass by the store. On top of this, many consumers now choose to buy flowers online rather than visit physical shops, which has made the situation more difficult.

Another problem is the rise in competition. There are now two new florists in the local market: one is a modern boutique florist that uses social media very effectively, and the other is a large national chain that sells flowers at lower prices and delivers widely. Because of this, Green Haven is struggling to keep up.

Costs have also increased. The price of imported flowers, such as tulips and orchids, has gone up because of inflation and supply problems. The shop's commitment to using sustainable materials, such as biodegradable wrapping and local flowers, has also become more expensive.

On the inside, the company faces issues with technology and marketing. Its website is old and not easy to use. Customers have said it is hard to navigate and that they would like better delivery options and subscription services. Liam and Priya mainly depend on word-of-mouth advertising and a few social media posts, which is not enough in today's

market. They also lack experience in digital marketing, which limits their ability to compete online. All these problems together have caused a decline in sales and profits.

Solutions

There are two possible solutions to help Green Haven Florists recover. The first solution is to make a full digital transformation. This requires a new, modern website that allows customers to order flowers online easily and to subscribe for regular deliveries. The business could also improve its digital marketing by using social media platforms such as Instagram and Facebook to showcase products and offer discounts. This would attract younger and more digital customers and expand the shop's geographical outreach.

The second solution is to improve the in-store experience (McLaughlin, 2024). The business could offer subscription customers special in-store perks, partner with local cafés or wedding venues, and organise monthly events centred on sustainability. The shop could introduce a self-guided bouquet station where customers select from a range of seasonal stems and create personalised arrangements. Staff support would ensure quality while offering customers a creative, hands-on experience. This type of interactive activity often increases dwell time and encourages impulse purchases (Boughanmi et. al., 2024).

Evaluation of the Solutions

To compare the two options, a PMI approach — looking at the positives, negatives and other noteworthy points — can be used. Improving the shop's digital presence offers several advantages, including access to a wider audience and the chance to build a steady income through online subscriptions (RMS Marketing Team, 2024). It would also bring the business up to date with current customer habits. However, upgrading the website and running online marketing campaigns would require financial investment and new digital skills. With many florists already selling online, Green Haven would also need to work hard to stand out.

Enhancing the in-store experience has its own strengths. Focusing on local visitors through events, collaborations, and hands-on activities can help create stronger relationships and encourage repeat business. It also sets the shop apart through personal service, something online competitors cannot easily copy (Mailchimp, 2024). The main limitation is that this approach relies heavily on local customers and does not fully tackle the wider shift toward online shopping. When comparing the two, the digital transformation option is the better long-term choice. It can attract a wider range of customers and open new income streams, while still allowing the business to keep its local charm (Bolat, 2025).

Chosen Solution and Justification

After comparing the two options, the most suitable solution for Green Haven Florists is the digital transformation strategy. The main reason is that customer habits have changed — more people now prefer buying flowers online. To survive, Green Haven needs to meet these new expectations. By improving its website and using social media effectively, the shop can increase its online visibility, attract new buyers, and create a more reliable income through subscriptions.

Digital transformation also provides opportunities for growth beyond the local area. A strong online shop can bring in orders from across the country. In addition, good digital marketing can be less expensive than traditional advertising and can reach a much larger audience. Social media can help the business show its creative floral work and its commitment to sustainability. However, there should still be effort put into local in store activities. Ideally, both approaches should be merged — building a powerful online presence while continuing to host local workshops and events. This balance will allow Green Haven to grow digitally while remaining bespoke, approachable, and friendly.

Risks

Even though digital transformation offers many advantages, it also carries some risks. The biggest risk in any business change or investment is the high initial cost of building a new website and running marketing campaigns. Some solutions include using

affordable digital tools and using payment plans. Liam and Priya's limited digital knowledge is another issue. They can reduce this risk by taking short online courses or hiring a marketing team for the start. Another risk is technical problems with the website; the shop should hire a skilled web developer and test the site before launch. Finally, moving online might make some customers feel the shop is losing its bespoke, earth friendly touch. To prevent this, Green Haven can include heartfelt customized notes in deliveries as well as running workshops and seasonal events.

Plan of Action

Ideally, the changes should be implemented over the course of one year, as the whole process will be time consuming. During the first stage, Liam and Priya should focus on understanding what the new digital approach will require. For example, looking closely at competitor websites to see what features work well, drawing inspiration, and setting a clear budget for the website and marketing plan. This period should be dedicated to completing short online courses on basic digital marketing and social media so they feel more confident ahead of starting the project. The next phase is dedicated to creating a modern, accessible website. Working with a skilled developer at this stage may help avoid issues down the line. The site should allow customers to place orders easily, sign up for subscription services, and be offered multiple delivery options. It should also include clear photos and descriptions that highlight Green Haven's sustainable materials and style.

After the website goes live, the focus is advertising it. The owners can make regular posts on social media, advertise limited offer bouquets, highlight customer reviews, and advertise on other websites. Search engine optimization (SEO) is necessary and should be introduced so the website easily pops up when customers look for florists in the Norwich area or for eco-friendly flower companies. In the final stage, Liam and Priya should assess how well the new plan works. Important tasks include monitoring website traffic, subscribers, checking reviews, and keeping track of how many online orders are happening. Based on this information, they can make updates to improve the customer experience and strengthen their online presence.

Tracking Success

In order to check if the digital transformation is successful, Green Haven Florists should seek tools to measure its results closely. The main goal is to increase total revenue by at least twenty percent within the first year and increase the number of visitors on the website by fifty percent, showing that more people are finding and using the site. Building a solid base of regular subscribers would also show progress.

Growth should also happen on social media - the business should aim for more followers and engagement - demonstrating that people are connecting with the brand. Customer satisfaction is another important measure. The shop should have a review system and maintain an average rating of over 4.0 out of 5; positive feedback will attract more customers.

Conclusion

Falling sales and increased competition mean the shop cannot continue with its current approach. Strengthening its online presence is the most effective long-term strategy, as it follows the way customers now prefer to buy flowers and opens the door to new income opportunities. At the same time, maintaining community activities and in-store events will help the business keep its personal, eco-focused identity. With careful planning and regular review, Liam and Priya can guide the business back toward stability and future growth.

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Appendix

PMI Solution Table

Solution	Plus (Positive Points)	Minus (Negative Points)	Interesting (Other or Potential Points)
Solution 1: Digital Transformation	• Expands customer reach outside Norwich. • Meets modern consumer demand for online shopping and convenience. • Creates regular income through online subscriptions. • Builds long-term competitiveness.	• High setup cost for website and digital marketing. • Setting up a new website and online marketing can be expensive. • Liam and Priya may need time to learn new digital skills and undergo training. • There is a lot of competition online, which can make it hard to stand out.	• Can attract customers from across the UK or abroad, not only Norwich. • Online tools could provide useful information about customer preferences and feedback to improve in the future.
Solution 2: Improve In-Store Experience	• Creates an appealing image for the business. • Showcases the shop's eco-friendly and community-focused values. • Builds stronger relationships with people in the local area. • Less costs to set up than a full digital strategy.	• Dependent on foot traffic (already an issue). • The customer reach would remain small and limited to Norwich. • Doesn't fully address the need for a stronger online presence.	• Could attract a broader group of eco-conscious tourists or visitors who value handmade products. • Local workshops and events could get attention from local newspapers or social media.