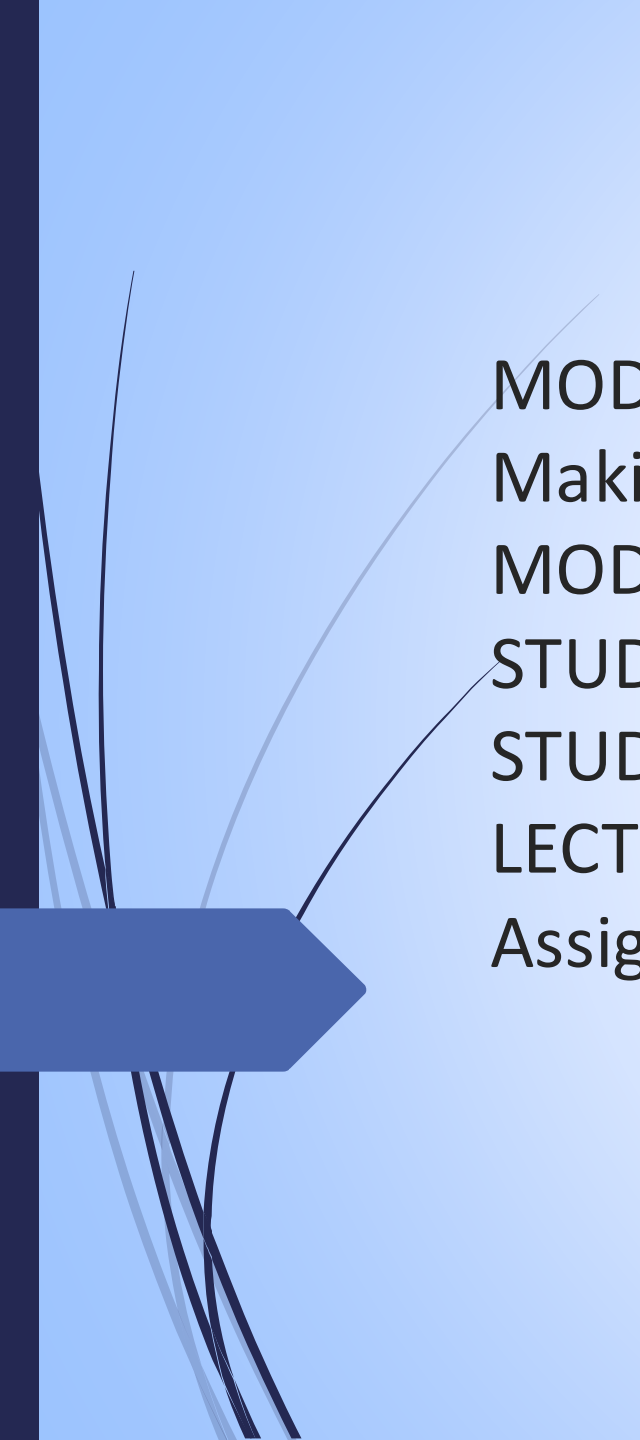




MODULE NAME :Problem Solving and Decision Making.

MODULE CODE :(LCLM4004_LON)

STUDENT NAME: Mohammed Minhajul Abedin Raza.

STUDENT ID:2514288

LECTURER: Nerys Dosseh

Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

References

Introduction

The reports

looks at Green haven Florists drop in sales . A drop in means earning less
Or selling fewer flowers than before . Understanding why helps plan ways to improve .
identifying the reasons behind it can help the business recover and grow.

Company background

Green Haven Florists

- Founded in....2016
- Owners: Lime Patel and Priya Patel
- Sells: Bouquets, wedding flowers, funeral arrangement and for special occasion and events.
- strong community ties: Strong ties with the local community and supports local flower growers.
- the bussines facing lot chalange suach as store sale falling , incrise compitisaion, rising cost
- Green Haven Florists was started in 2026 by lime and Priya patel. They sell flowers for wedding , special occasion and corporate events. The business is close to the local community and supports local growers. Currently there are challenges such as declining sales, rising costs and increasing competition , but they are trying to adapts to new trends and grow.

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What: Planning to expand their family owned bakery into a new city.

Where: Downtown area of their nearby city.

When: within next 6-12 month.

Why: to get new customer , revenue increase , and best try to grow business.

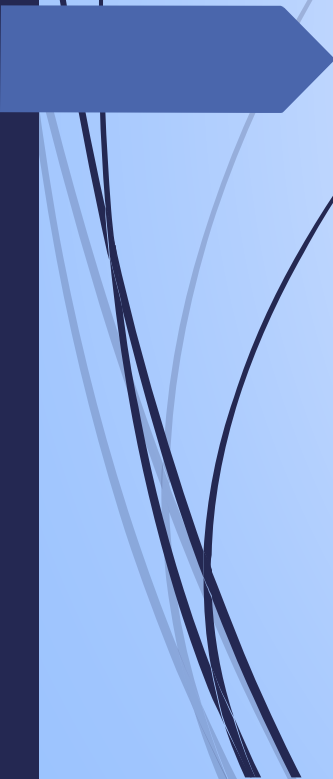
How : By finding a good location, hiring staff , and promoting the bakery locally.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL :

1/Follow business licence and safety rules need.

2/Government regulation on pesticide use and environmental package impact operation.



ECONOMIC: 1/People buy more flowers when it is more disposable income. 2/ Transport can Profits reduce for the rising cost.

SOCIAL: 1/Valentine's day weddings and some other special day rise flower demand. 2/Now days people likes more eco friendly flowers

PESTLE ANALYSIS: Green Haven Florists

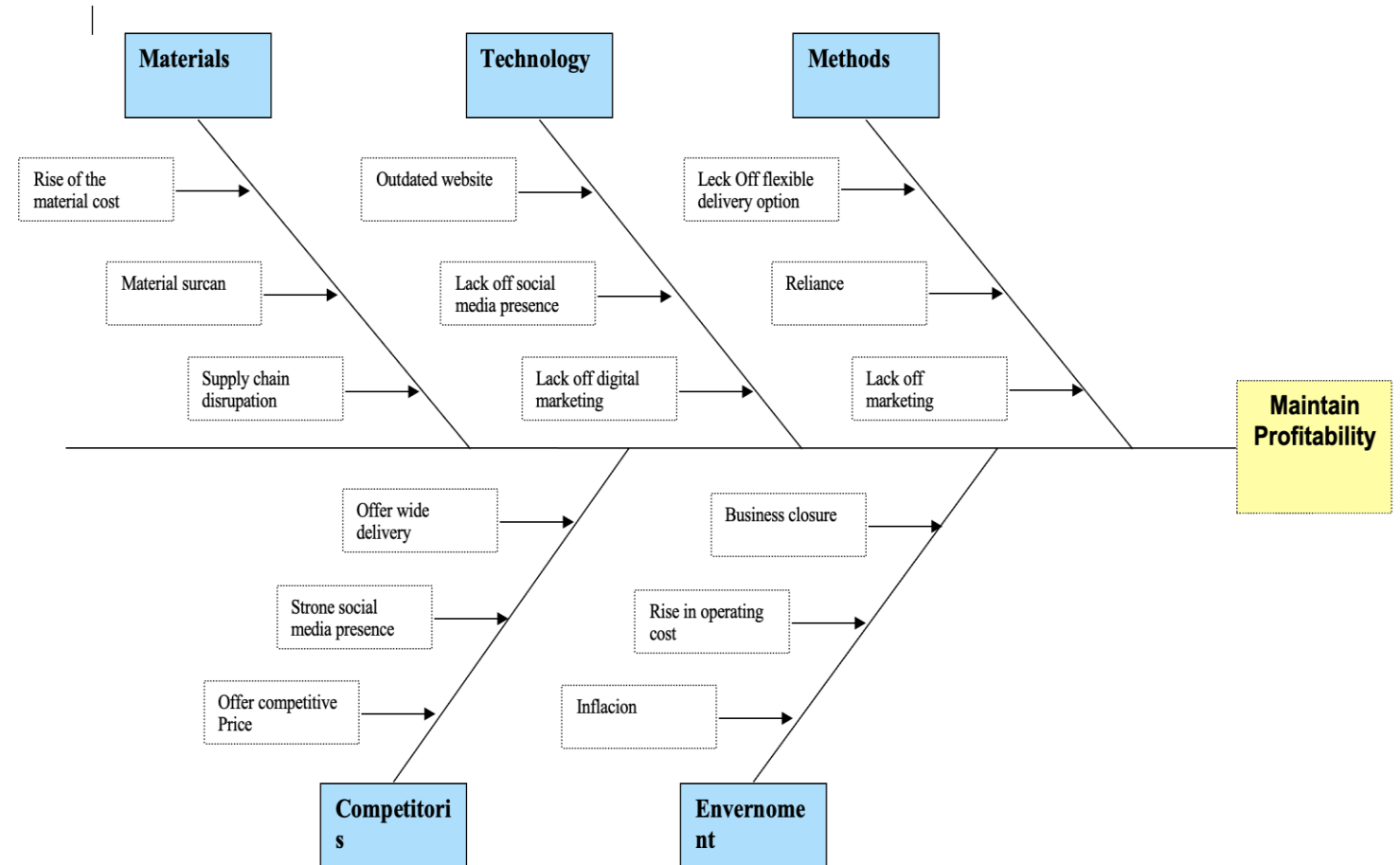
- ▶ **TECHNOLOGICAL:** Green Haven Florists can grow their business by using online ordering and digital marketing. New software and tools help manage stock, track sales, and improve efficiency.
- ▶ **LEGAL :** It is very important to comply with business licenses taxes and safety regulation. The business must follow environment protection laws.
- ▶ **ENVIRONMENTAL :** Consumer now prefer environmentally friendly products. Less use of plastic and recyclable packaging creates a good image. In addition, changes season and weather can affect the supply of flowers.

Cause and effect analysis: Fishbone diagram

Cause and Effect (Fishbone) Diagram

Student Name: Mohammed Minhajul Abedin Raza

Student No:2514288



Conclusion



In conclusion I can say Green Haven Florists is facing various internal and external challenges. PASTLE analysis shows that changing customer needs technological advancements and environmental factors have an impact on the business . At the same time the fishbone diagram helps to identify the root causes of problems related to management marketing and resources.

However, by understanding these issues properly and taking necessary steps, Green Haven florists will be able to adapt to the changes in the market and will be able to ensure business growth and customer satisfaction in the future. Investing in digital marketing, improving delivery option , and focusing on eco friendly plastic will help attract more customers and increase sales. Regular reviewing costs and supplier option can also protect profitability and support sustainable growth.

References

Calculator Ultra (2025) *Find More Calculator Available at:* [Drop in Sales Calculator & Formula Online Calculator Ultra](#) (Accessed: 6 October 2025).

5 sources

1/ Kotler,p.and keller, k, (2016)Marketing Management. Harlow:Pearson. (Accessed: 13 march (2026)

2/Johnson, G. SCHOLLES, K . And Whittington,R.(2017)Exploring Strategy. Harlow:Person. (Accessed:13 March 2026)

3/Mind Tools (2024) PESTLE Analysis. Available at: <https://www.mindtools.com> (Accessed:13 March 2026)

4/ Investopedia (2024) What is PESTLE Analysis? Available at: <https://Investopedia.com> (Accessed:13 March 2026)

5/ Calculator ultra (2025) online sales calculator and formulas . Available at : <https://www.calculatior.com> (Accessed: 13 March 2026)



Thank
You



Questions