

PROBLEM SOLVING AND DECISION MAKING

Report: LCLM4004-LON

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1. Abstract: Revitalizing Green Haven Florist

This report investigates the strategic challenges facing Green Haven Florist, established in 2016. Norwich-based independent shop committed to sustainable practices. Despite strong community ties, the business has faced 30% decline in sales and increase in operational cost over the past year, driven by online competition. Using SWOT, PMI and Risk Analysis, this study examines internal weaknesses and external market pressures. The findings indicate that diversifying revenue streams and enhancing the digital presence are essential for survival. Recommendations include adopting a hybrid marketing strategy, transitioning to zero-waste packaging, and building local corporate partnerships. Implementing these strategies is expected to recover lost revenue and secure a sustainable, profitable future for Green Haven Florist.

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3.Introduction:

This report is the sales and economy issues at GREEN HAVEN FLORIST.

Green Haven Florists, a community-focused floral boutique, faces a critical need to adapt to shifting market trends, specially declining in-store traffic and rising demand for sustainable, locally sourced products. While the business has built a loyal local customer base on Norwich, recent market shifts- including the rapid rise of online flower delivery services.

This case study outlines a strategic revitalization aimed at modernizing the business by bridging the gap between the traditional floral services first and digital-first convenience. By enhancing our online presence, implementing an eco-friendly product line, and fostering deeper community engagement, Green Haven aims to reach a broader audience while adhering to sustainable practices. Key initiatives include restructuring the online store implementing local partnership, and adopting personalized, “occasion-focused” marketing strategies to boost sales. This approach seeks not only to reverse the decline in foot traffic, but to position Green Haven as a market leader in sustainable, high-end floristry.

The purpose is to examine the best solution at Green Haven Florist.

SWOT ANALYSIS:

Strength: -Experience -Skills (Flower arrangement) -Good quality -Loyal Local Customers	Weakness: -Outdated Web site -Location - 30% decline in store sales for the last 12 months -Social media presence
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*Green Haven Florist is Facing a crisis with 30% decline in-store sales due to reduced foot traffic and intense online competition, requiring shift toward digital strategies and sustainable offerings. SWOT Analysis help to achieve the objective, their limitation and internal/external condition.

4.Overview:

Over the past year, Green Haven Florist s has experienced a significant 30% decline in in-store sales, which pose a serious threat t in “o the business’s profitability and sustainability.

Online Orders Not Compensating. While there has been a slight increase in online orders, it has not compensated for the significant loss of walk-in customer, highlighting a shift in customer behaviour.

Location Challenges: The shop location, once bustling with foot traffic, has been negatively impacted by the closure of nearby businesses and a broader trend toward online shopping.

Rising Operational Costs: Operational costs have surged, particularly for fresh flowers and sustainable packaging, making it increase difficult challenging to maintain profitability.

Increased Competition: The rising competition from online flower delivery service intensified the pressure on Green Haven, threatening its markets share and customer loyalty.

5a. SOLUTION No.1

5a. Solution No. 1

PMI Analysis

Plus	Minus	Interesting
Upgrade Digital marketing (+7)	Cost in IT and Digital safety (-4)	Wide range of customer (+7)
Building Local Business Partnership <u> </u> (+5)	Additional cost for delivery (-3)	Less in store employee (+5)
Zero Waste packaging (+4)	Cost of flower (-4)	Time saving (+5)
Marketing Strategies (+7)	Digital Treat (-4)	Convenient (+5)
TOTAL: +23	-15	+22

*+23 (PLUS)

* -15 (MINUS)

* +22 (Interesting) * Total = + 30

* PMI Analysis is determined that the total of +30. Enhancing digital marketing strategies is the most practical to overcover the losses for Green Haven Florist.

5b. SOLUTION No.2

Grid Analysis Un-weighted

factors	Cost		Effectiv eness		Potential Impact		Overall Priority	Total	
Weights	3		5		3		5		
Digital (Ecommerce revamp)	5	15	5	25	5	15	5	25	80
Local Partnership	3	9	3	15	5	15	5	25	
Delivery Service	4	12	4	20	4	12	4	20	64
Storefront Renovation	2	6	2	10	2	6	2	10	32

-Digital (Ecommerce revamp) enhancement (top priority). Addressing the outdated website is the crucial to capitalize on the increasing shift toward online shopping, which has not yet offset the 30% in-store losses.

*Local partnership (medium priority): Developing partnership with nearby business can help mitigate reduced foot traffic.

*Delivery Service (medium priority) it will follow with the digital revamp.

*The GRID analysis demonstrates the digital transformation (E-commerce revamp) is the highest priority action to secure the future of Green Haven Florist. Offering the

highest potential for impact and long-term sustainability compared to the other options. The less priority is the front renovation, not so important.

6.Risk Analysis:

What could cause a risk?	What is likelihood of the risk occurring?	What is the impact of this Risk?	Risk Factor = Likelihood Impact	What can you do to reduce risk from happening	If it happens- what can you do to minimise the impact
Market and Strategic Risk	Declining foot traffic. A significant reduction in-store shoppers. driven by the closure of nearby business and shift towards online	30% decline in-store sales	High online competition	Strengthen digital platform to boost online sales.	To address these risks immediately.

The Best Solutions:

Digital (Ecommerce revamp) enhancement (top priority). Addressing the outdated website is the crucial to capitalize on the increasing shift toward online shopping, which has not yet offset the 30% in-store losses.

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7.Key Indicator:

A Key performance indicator for Green Haven Florist is the online sales conversion rate, with the specific goal to increase this rate by 15% by six months. Establish in 2016, the business focused on sustainability and eco-friendly practices. Customer experience, delivering high quality tailored arrangements for events. Operational Efficiency: streamlining supply chain management and inventory processes.

Rising Operational Costs: Operational costs have surged, particularly for fresh flowers and sustainable Online Orders Not Compensating. While there has been a slight increase in online orders, it has not compensated for the significant loss of walk-in customer, highlighting a shift in customer behaviour.

packaging, making it increase difficult challenging to maintain profitability.

8. Effectiveness Measure of the Solution.

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11 Conclusion:

Using two solution and evaluation are effective in revitalisation of Green Haven Florist. Recognising the mean problem by using SWOT, Such as; Outdated Digital Presence. An ineffective website and lack of digital marketing efforts hinder online sales growth. Decreased Online Sales, Digital Marketing Enhancement is important. Website Revamp, Establish partnerships with local businesses for cross-promotions, community. Events, and collaborative marketing efforts to strengthen community ties. The inability to attract online customers results in flower orders and revenue.

PMI Analysis is determined that the total of +30. Enhancing digital marketing strategies is the most practical to overcover the losses for Green Haven Florist. Delivery Solutions and Understanding the underlying reasons for Green Haven Florist Challenges. Most helps in crafting solution in Green Haven Florist.

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