

Green Haven Florists: Problem Analysis

Module: Problem Solving and Decision Making (LCLM4004)

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Introduction

- Green Haven Florists, Norwich, UK, originated in 2016 by Liam and Priya Patel, has been opposite deteriorating instore sales over the previous year.
- Financial histories examined using PESTEL (Rashid, 2023), Porter's Five Forces, 5W2H, and Fishbone to classify corporate challenges.
- Comparison with rival Sainsbury's to assess strategies for performance development and growing opportunities.



Context

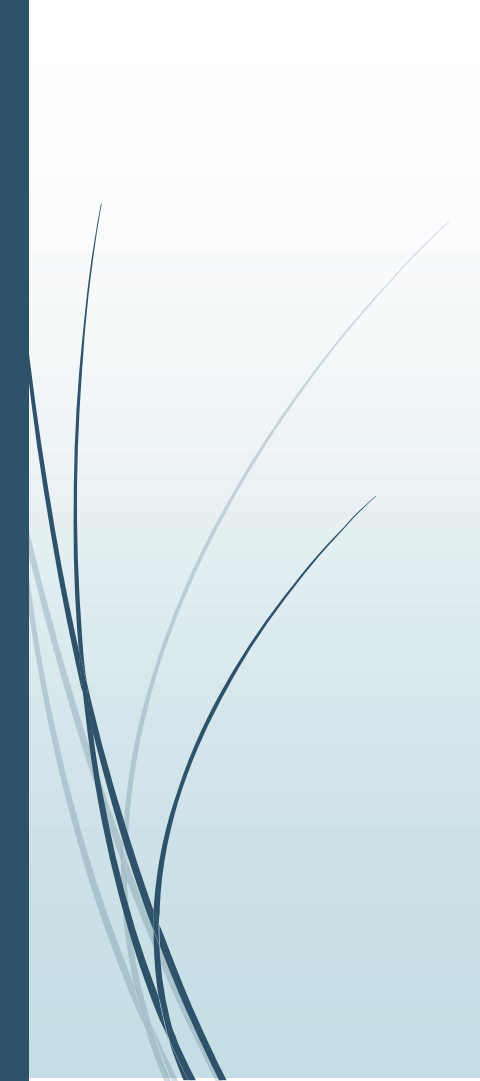
- Green Haven Florists is a self-governing flower workshop in Norwich, UK, originated in 2016 by Liam and Priya Patel (Manoj Kumar Dash, 2023).
- Known for tradition floral preparations, biodegradable packaging, and robust community influences.
- Recent tests include a decline in in-store trades and purchaser displeasure due to late deliveries. Root Cause Study using Pareto diagrams, Fishbone, and Five Whys recognised human factors, work approaches, and workplace restraints as important matters (Manoj Kumar Dash, 2023).



Nature and Scope of the Problem

- This is outstanding to a reduction in foot circulation on the home-grown high street, the finish of nearby industries, and the admission of new contestants (Pantano, 2020).
- Green Haven Florists' main issue is an important failure in in-store auctions; this has fallen by nearly 30% in the last 12 calendar months (Pantano, 2020).





Question	Answer
What	Decline in in-store sales
Why	Online competition & rising costs
Where	Norwich high street
When	Last 12 months
Who	Green Haven Florists
How	Customers shifting to online services
How much	30% decrease

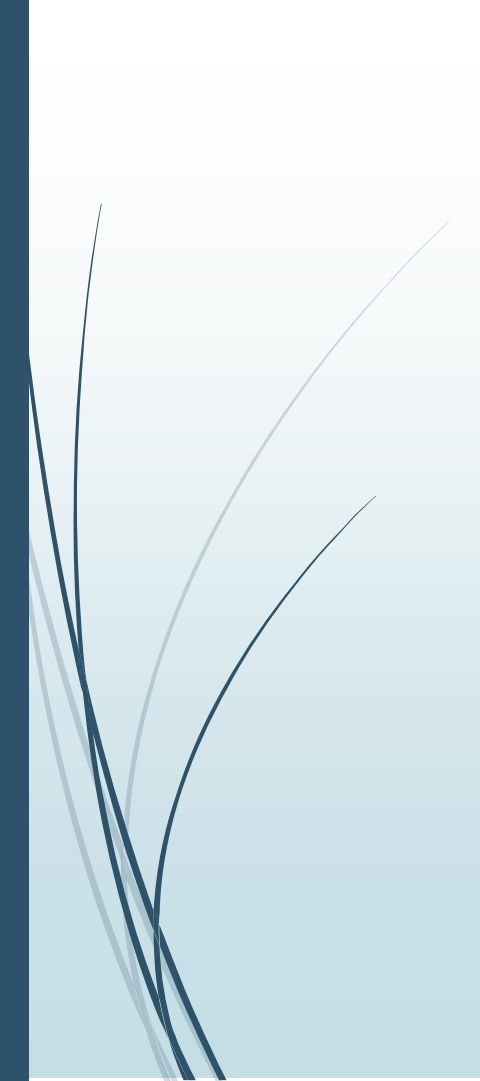
5W2H Model Analysis

5W2H Method



 What?	• Defines what needs to be done or what the issue is.
 Who?	• Identifies the people involved or responsible.
 When?	• Determines the timing, deadlines, or sequence of events.
 Where?	• Specifies the location or context involved.
 Why?	• Explains the reasons, causes, or purpose.
 How?	• Describes the process, techniques, or manner in which something is to be done.
 How much?	• Considers the cost, number of resources, or amount needed.

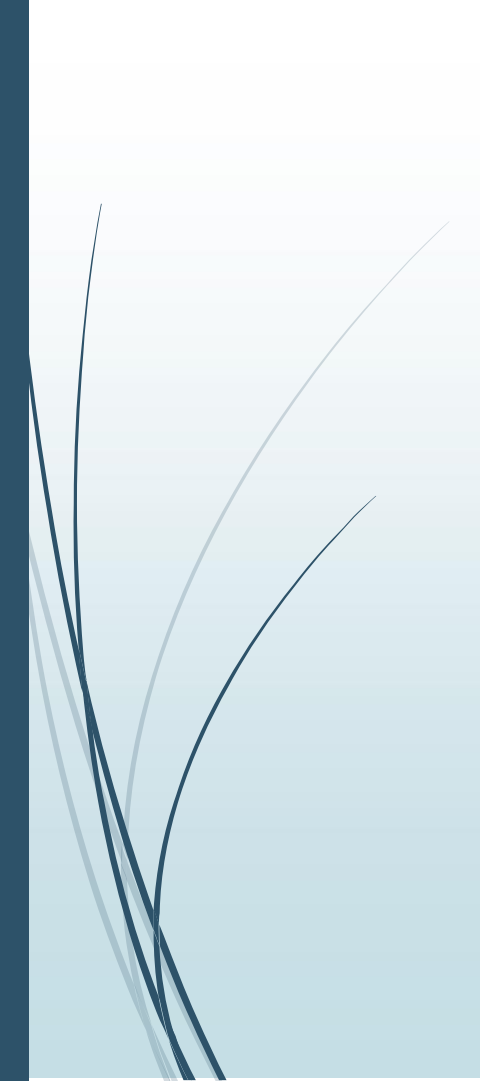
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PESTEL Factor	
Political	Import guidelines affect the accessibility and supply of flowers, particularly when obtaining from other republics (David Hayden, 2025).
Economic	Inflation grows the cost of flowers, transference, and packaging, levitation overall commercial expenditures (Wood, 2024).
Social	Many clienteles now wish online shop, making digital collation and delivery facilities important.
Technological	Contestants use forward-thinking websites and applications, snowballing pressure to recover online stages.
Environmental	Using maintainable and eco-friendly wrapping may upsurge operational prices (David Hayden, 2025).
Legal	Industries must follow guidelines, licensing supplies, and taxation rules (Wood, 2024).

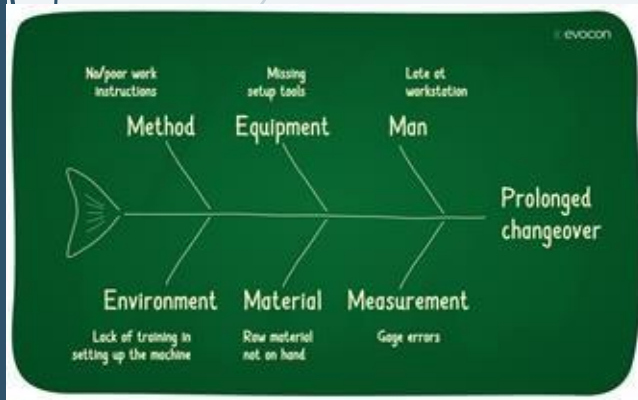
PESTEL Analysis





Main Problem	Possible Causes
Decline in in-store sales at Green Haven Florists	Competition: Online shops and a new-fangled boutique florist are attracting patrons.
	Marketing: Incomplete Online marketing lessens brand visibility and client engagement (irishnews, 2024).
	Technology: Outmoded website brands online ordering difficult likened with rivals.
	Cost: Rising flower values and sustainable packing increase product values (irishnews, 2024).
	Location: Abridged high-street foot low consumer the amount of walk-in clients.

Fishbone Diagram (Root Cause Analysis)



Key Findings

- The main encounter facing Green Haven Florists is the 30% weakening in in-store sales, which is mainly due to online flower distribution and local rivals (admin, 2025).
- It is important to comprehend these issues so that effective plans can be put in place to adjust to changing marketplace conditions.

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