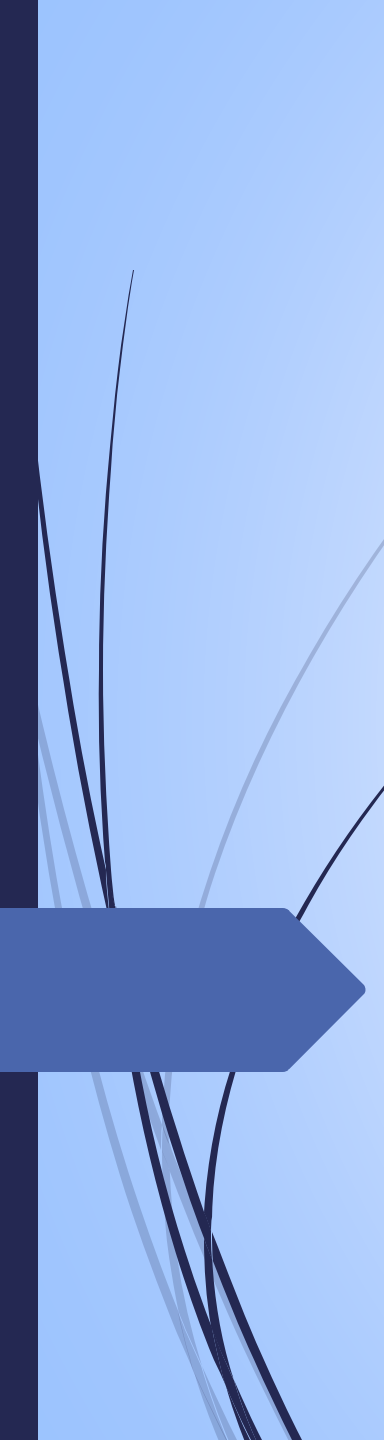




Problem solving and decision making

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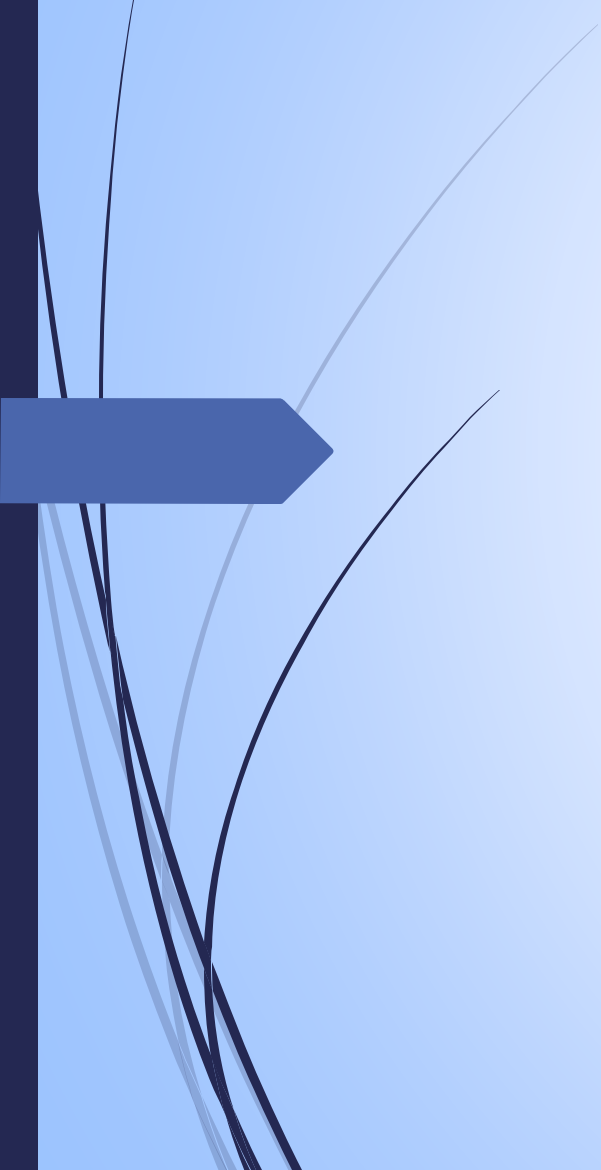
wagner niada

STUDENT ID:2442372

jaya gopalk

Assignment 1: Presentation

OVERVIEW





Introduction

Green Haven Florists is a small, locally owned flower shop that has operated for several years in what was once a busy high street. The business is managed by Liam and Priya, who are known for their commitment to sustainability and the high quality of their floral arrangements. However, in recent years, the shop has faced increasing challenges due to changes in consumer behavior, market dynamics, and rising operational costs.

Company background

- 
- **Founders:** Liam and Priya
 - **Business type:** Florist offering in-store and online flower arrangements
 - **Strengths:** Creative and high-quality arrangements, commitment to sustainability, loyal customer base
 - **Location:** Formerly busy high street, now experiencing reduced foot traffic
 - **Current challenges:** Rising costs of imported flowers and sustainable materials, limited digital presence, increased competition

Problem: nature and scope

- **Nature:** Significant decline in physical store sales (30% over the last year), limited compensation from online orders
- **Scope:** Affects revenue, market share, and long-term sustainability
- **Contributing factors:**
 - Reduced foot traffic due to location and closure of nearby businesses
 - Rise of online shopping and large competitors offering convenience and discounts
 - Increased operational costs, particularly for imported flowers and sustainable materials
 - Limited digital marketing and outdated website
 - Entry of new competitors (boutique florist with strong social media presence and national chain with aggressive pricing)

PESTLE ANALYSIS: Green Haven Florists

Factor

L

Political

Economic

Social

Technological

Legal

Environmental

Analysis

Trade regulations affecting import of flowers; local business policies and tax considerations

Inflation and rising costs of flowers and materials; consumer price sensitivity

Shift to online shopping; customer demand for convenience, flexible delivery, and subscription services

Outdated website; limited digital marketing; social media presence of competitors

Compliance with labor laws, sustainability regulations, and local delivery requirements

Commitment to sustainable materials (biodegradable wrapping, local sourcing); higher cost of eco-friendly practices



Cause and effect analysis: Fishbone diagram



6. Conclusion

Green Haven Florists faces a combination of **internal challenges** (high costs, outdated digital presence) and **external pressures** (competition, changing consumer behavior, market trends). While customer loyalty and product quality remain strengths, the business must **modernize its online presence**, adopt **flexible delivery options**, and explore **digital marketing strategies** to regain competitiveness and ensure long-term sustainability.

References

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

5 sources

- Use the text you provided as the main source
- If needed, you can add general references on florist industry trends, PESTLE analysis, and business strategy from reputable sources such as:
- Investopedia (<https://www.investopedia.com>)
- Small Business Administration (<https://www.sba.gov>)
- Market research reports on floristry and online retail trends



Thank You



Questions