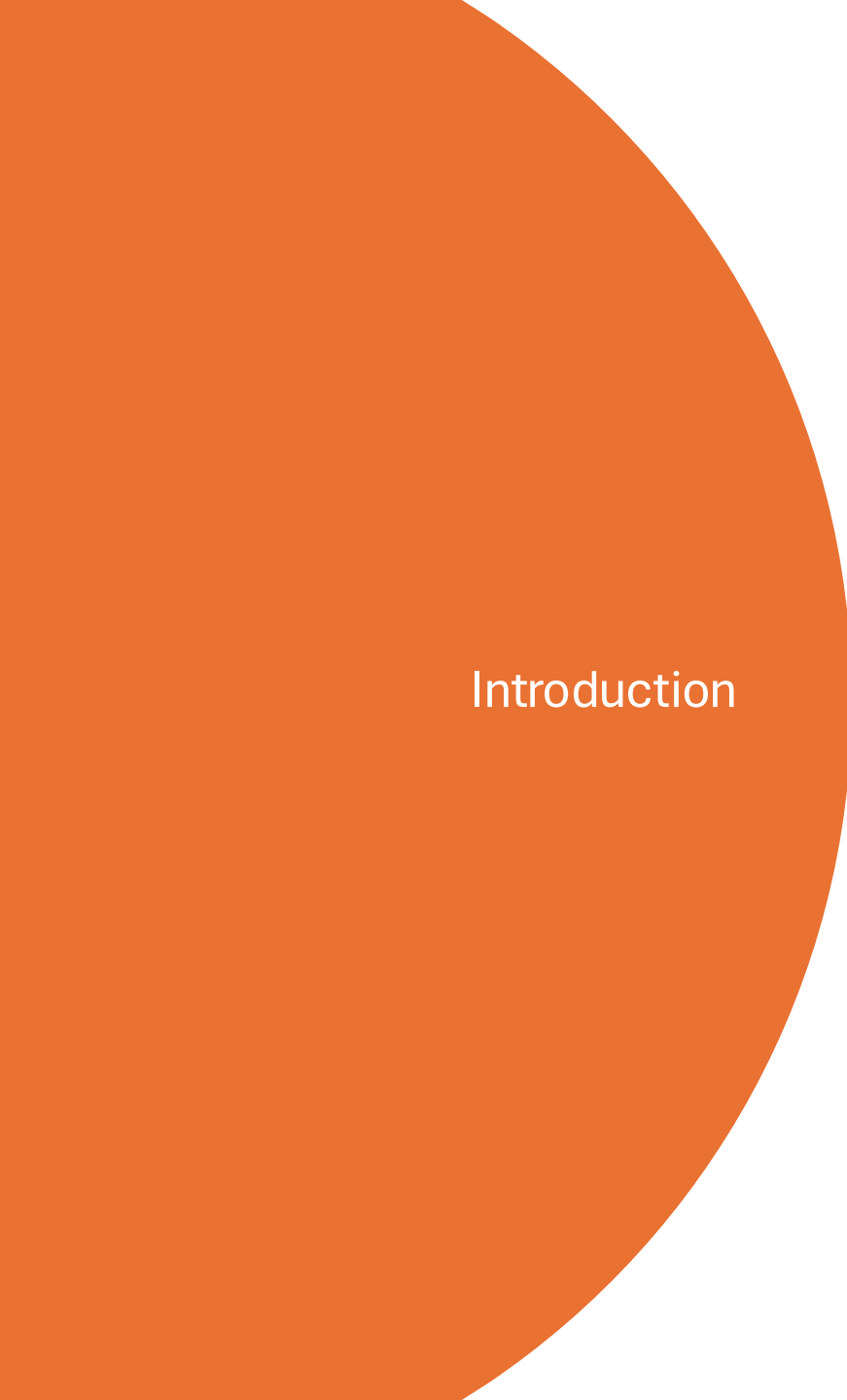




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- Annamarie Dufficy
 - LCLM 4004
 - Problem Solving and Decision-Making
 - Green Haven Florist
- 



Introduction

- My name is Shaunette.
- In this presentation I will be introducing you to Green Haven.
- An independent florist owned by partners Liam and Pryia Patel.
- I will be giving a viewpoint of the problems that they are facing.
- Provide a critique and application that summarise these issues using the 5W's and 2H's. I will also be using PESTEL framework and Cause – Effect model.

Then conclude with a summary of the key findings.



Greenhaven Background



Green Haven is an independent florist in Norwich UK



Founded in 2016 by partners Liam and Pryia Patel



Bespoke floral arrangements



Strong ties to the local community



Wide range of customers - Weddings - Corporate



Personal touch



Sustainable ethos



Last 12 months Issues

Green Haven Florist - Key Issues



DOWNTURN IN
REVENUE – 30%
DECLINE INSTORE SALES



REDUCED HIGHSTREET
FOOTFALL - SHOPS
CLOSING



RISING OPERATIONAL
COSTS



INCREASED ONLINE
ORDERS



WEBSITE OUTDATED



SUPPLY CHAIN
DISRUPTIONS

- Liam and Pryia
- Retail
- Price Increase – Fresh, Local & Imported
- Competition- Online
- Competitors- Trendy Boutique strong Instagram
- National chain- aggressive pricing

5W'S 2H

What effect is it having?

Where is the problem occurring?

When was the problem first noticed?

Who is impacted by the problem?

Why is the problem happening?

How serious is the problem?

How much money is being lost?



THE FRAMEWORK FOR
CLEAR PROBLEM
DEFINITION.

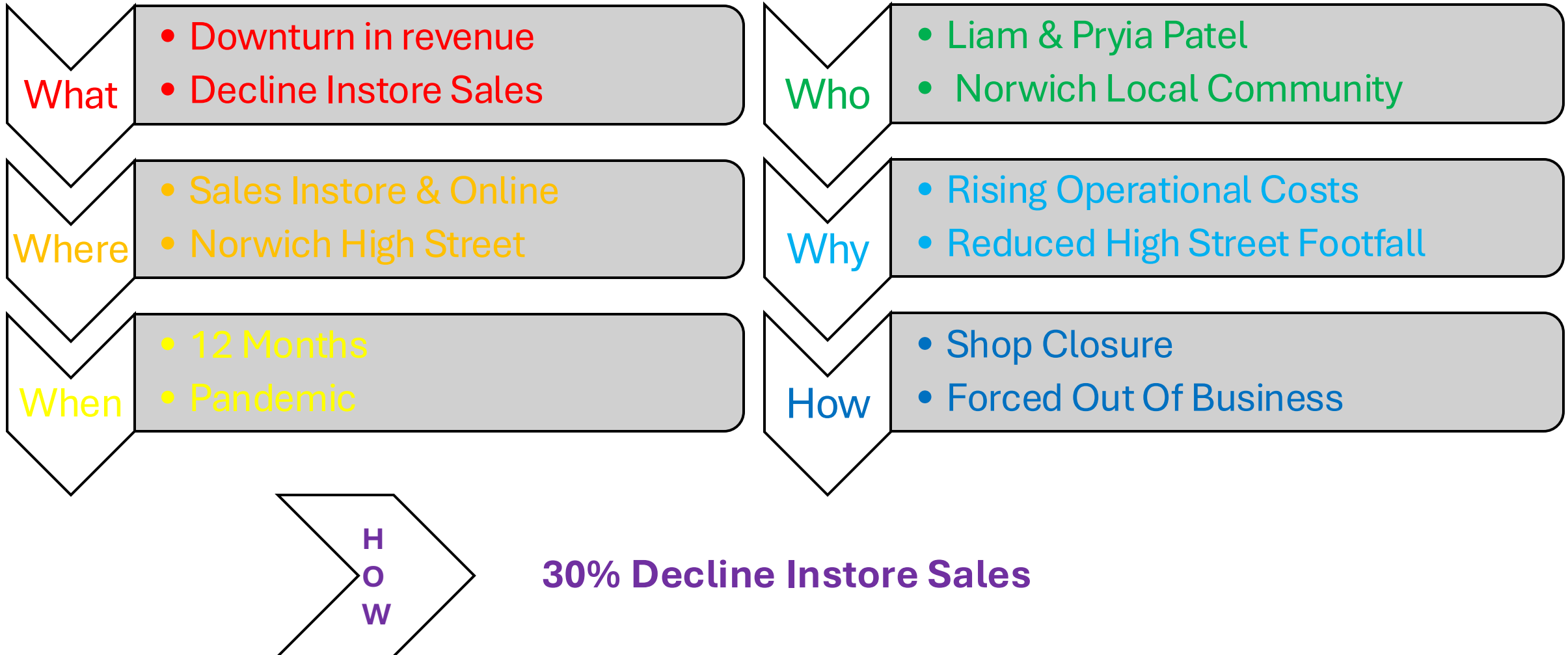


THE 5W
2H METHODOLOGY IS A
STRUCTURED AND
EFFECTIVE WAY TO
CLEARLY DEFINE AND
ANALYSE A PROBLEM BY
ADDRESSING SEVEN KEY
QUESTIONS.



(KILIC,METE, 2025)

5W2H ANALYSIS - GREENHAVEN



PESTEL FRAMEWORK

What is PESTEL?

- The PESTEL framework, or PESTEL analysis, is a business planning template that identifies and assesses how Political, Economic, Social, Technological, Economic, and Legal factors are affecting an organization or industry
- Depending on the analysis results, businesses can improve their strategic management and planning while responding to forces that are out of their control and gaining a competitive advantage
- (Makos, Jim, 2022)

Benefits and Criticisms of PESTEL

- Cost Effective – Free, Time & Energy
- Analytical Tool – New Product/Strategy
- Comprehend External Factors
- Exploiting External Opportunities – Interest Rate
- Alertness to External Threats – Supply Chain Disruptions
- Limited Data
- Keep conducting the study regularly
- Difficult to predict upcoming developments that can impact Greenhaven

PESTEL Analysis – Greenhaven Florist

External Factors

Political

- Grants, Funding & Initiatives
- Future Taxation Policies
- Current & Future Political Support

Economical

- Inner City Business Decline
- Supply Volatility
- Real Estate Exodus

Social

- Pandemic Lifestyle Trends
- Brand, Company & Technology Image
- Consumer Buying Patterns

Technological

- Relevant and current and future technological innovations
- Sector Technology Demand
- Relationship with the Pandemic

Environmental

- Level of Pollution Created by Product & Services
- Relationship with Recycling & Global Fight Against Waste
- Level of Research Funding

Legal

- Trading Policies
- Future Legislation
- Legislation in areas such as employment, competition, health and safety

Pestel	How/Where -Greenhaven Florist
Political	Post Brexit Trade Policies Increased Flower Import Costs Import Regulations
Economical	Transport Costs Local Gentrification High Street Regeneration
Social	Trends- Local, Nationwide & Global Consumer Attitudes & Opinions
Technological	Rise in Online Deliveries Liam & Pryia Digital & Marketing Skills Greenhaven Website Updates – Online Ordering
Environmental	Sustainable Packaging Alternatives Fuel & Energy Prices- Deliveries & Storage Research Competitors
Legal	Trading Policies Environmental & Future Legislation

Cause and Effect Greenhaven Florist

What is the Cause and Effect Model?

- A fishbone diagram is one of the most widely used tools in quality management and is considered one of the [Seven basic quality tools](#). Also known as a cause and effect diagram or an Ishikawa diagram (after its creator, [Kaoru Ishikawa](#)), the fishbone diagram can help users identify the many possible causes for a problem by sorting ideas into useful categories and is especially useful in structuring [brainstorming](#) sessions. It is called a fishbone diagram because when completed, the chart is shaped like a fish skeleton.
- The fishbone diagram has variations with nuanced procedures and outcomes.

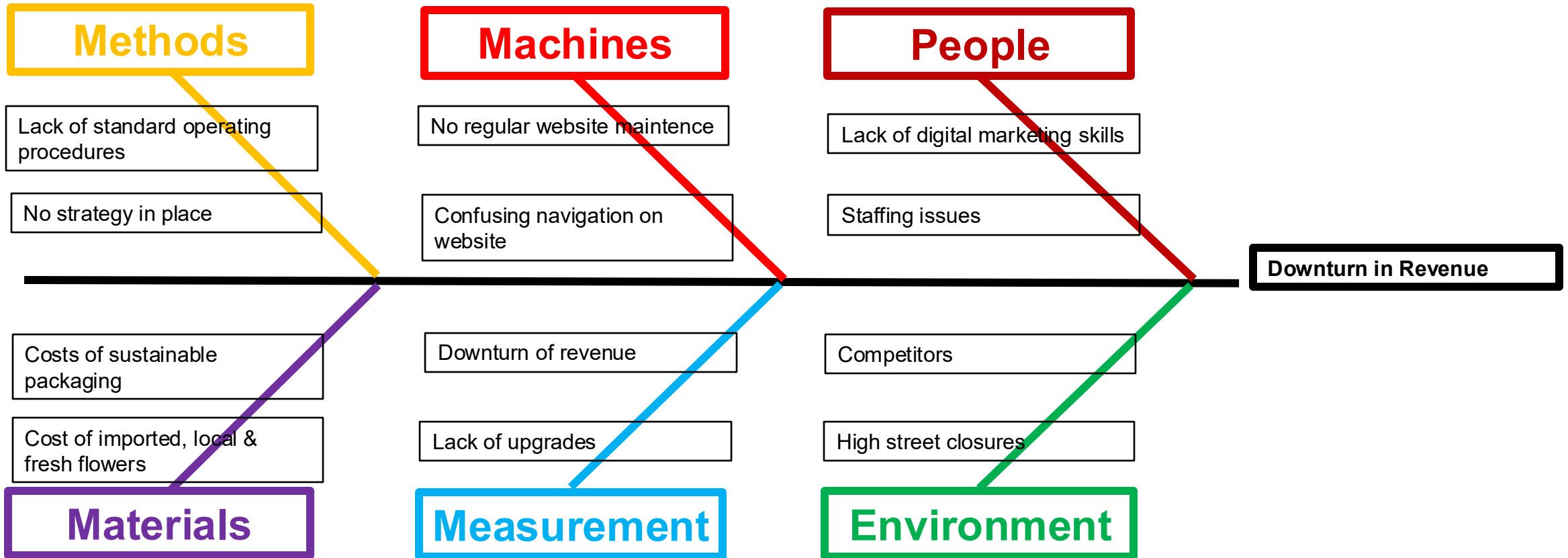
Greenhaven Why is it used?

- Prioritise areas of the business that need improvement
 - Pinpoint Problem Areas for Improvement
 - Target Solutions
 - Detect Operational Weaknesses
-
- 2025 American Society for Quality.

Where	How
Equipment / Technology	Outdated Website Sub-Par Online Ordering System
Management	No Understanding of Digital & Market trends
People	Constrained Digital Marketing Skills
Materials	Elevated Costs of Sustainable Packaging and Imported/ Local Flowers
Environment	Shop Closures on the High Street Reduced Footfall
Process	Regular Website Updates Flexible Delivery Options

Fishbone Diagram Greenhaven

What is a Fishbone Diagram? Ishikawa Cause & Effect Diagram | ASQ



Key Findings – Greenhaven Florist

Antiquated Business Performance : Due to Greenhaven outdated business model relying on word of mouth and poor ordering system. They can not compete with new competitors who are more efficient, offering online ordering and flexible delivery options with competitive pricing.

Elevating Operational Costs: Operational costs have risen on fresh local and imported flowers which have cut into profits. The need to research a more cost- effective solution to eco packaging and suppliers.

Deterioration and Disintegration in Consumer Engagement: Greenhaven is experiencing a downturn in footfall due to a declining high street. A sub-par presence on social media with lack of digital marketing skills is also a factor in reducing customer relations.

Limited Strategic Modifications: Liam and Pryia lack of research on consumer spending patterns. Finding a strategy to retain existing customers whilst appealing to a new consumer base. Lack of knowledge in marketing trends and brand advertising is also playing a part.

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Thank You
For
Listening