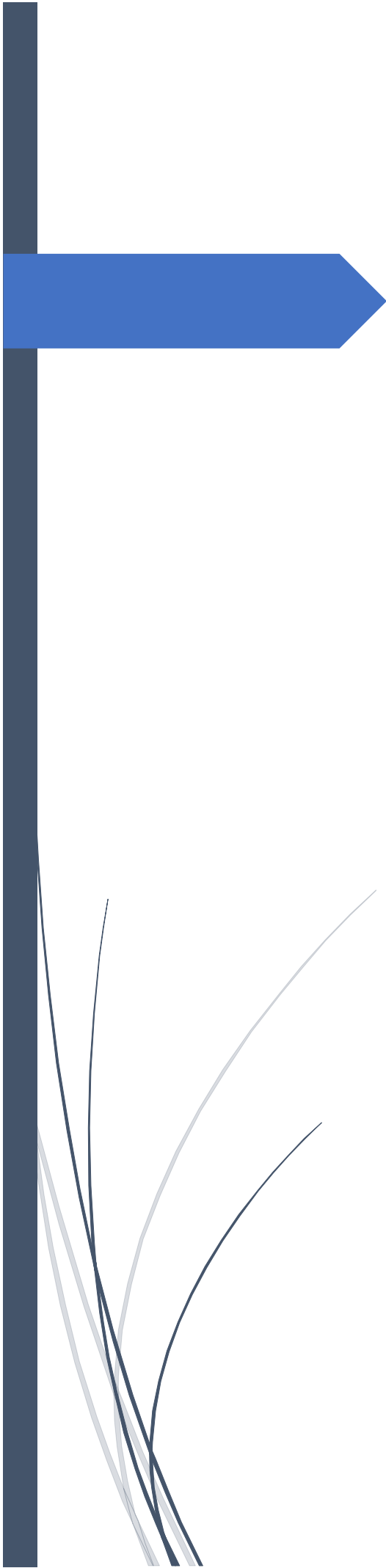




Module Title: Problem Solving and Decision Making

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Assessment: Component 2 Report

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Introduction

Green Haven Florists is a small, independent company based in Norwich, renowned for its individualized customer care and eco-friendly philosophy. The company has established a good reputation in the neighborhood since it opened in 2016. However, it has seen a discernible drop in performance over the last 12 months, with in-store sales dropping by almost 30%. Using methods for problem-solving and decision-making, this paper examines the main concerns impacting the company and considers potential solutions. It will evaluate two possible approaches, choose the best one, and then describe how it might be put into effect. Additionally, potential hazards and the use of clear performance indicators to gauge success will be covered in the study.

Problem Overview

The main issue facing Green Haven Florists is a drop in sales caused by changes in customer behaviour and increased competition. Due to its speed, affordability, and flexible delivery options, more consumers are now opting to purchase flowers online (Chaffey, 2019). As a result, fewer people are going to the high street's actual stores. The company is also coping with growing expenses, especially for sustainable packaging and imported flowers.

These principles are crucial to the brand, but they also strain business margins. Additionally, the company's digital marketing is little and its website is out-of-date and challenging to use. Because of this, it is more difficult to compete with both established online merchants and more recent local companies who have a more robust online presence. In general, the problem is not only declining foot traffic but also the company's inability to adapt to how customers increasingly like to shop.

Convenience, quickness, and digital accessibility are becoming more and more important to consumers, as this case demonstrates (Chaffey, 2019). The company runs the risk of losing more market share and eventually losing its competitiveness if it does not adjust to these changes. This implies that the problem is both strategic and operational in character.

Proposed Solution's

Solution 1

Improving Green Haven Florists' online presence is one potential remedy. This will entail revamping the website to make it user-friendly, mobile-friendly, and equipped with a complete online ordering system. Additionally, features like subscription services (like weekly flower deliveries) and delivery choices could be added.

In addition, the company might spend more on digital marketing, such as social media and search engine optimization (SEO), to boost visibility and draw in new clients. This strategy is in accordance with current consumer trends, where judgments about what to buy are heavily influenced by online platforms (Chaffey, 2019). It would enable the company to more successfully compete with online flower sellers and reach a larger audience. In addition, this approach supports modern marketing practices that focus on accessibility and customer engagement across multiple platforms (Kotler and Keller, 2016). However, it may require ongoing investment in digital tools and marketing in order to remain effective in a competitive online environment.

Solution 2

Enhancing the in-store experience is an additional choice. This could involve conducting workshops, providing individualized counsel, and organizing community-based or seasonal activities. These initiatives might improve customer relations and promote return business.

This approach enhances the company's current advantages, especially its inventiveness and attentive customer care. Creating memorable client experiences can offer value beyond the product itself, as suggested by Pine and Gilmore (1999). Even though this might increase consumer loyalty, the problem of dwindling foot traffic might not be entirely resolved, particularly as more people continue to shop online. While this strategy enhances customer loyalty and strengthens the brand identity, it may be limited by external factors such as reduced high street footfall. As a result, its impact on overall sales growth may be less significant compared to digital alternatives

Justification for Selected Solution

The digital transformation plan is the best choice, according to the review. This is due to the fact that it tackles the primary reason for the drop in sales, which is the trend toward internet shopping. This is especially crucial because the company's biggest obstacle is not the caliber of its goods but rather its capacity to reach and draw clients in a shifting retail landscape. This change is directly addressed by a digital strategy that increases customer accessibility and convenience. The company can reach more clients and maintain its competitiveness in a shifting market by enhancing its online presence.

Additionally, the digital strategy offers more flexibility, making it easier for the company to modify its pricing, services, and marketing initiatives in response to consumer demand. In a cutthroat industry where consumer tastes can shift rapidly, this flexibility is crucial. Although valuable, the in-store experience plan does not offer the same degree of development potential. The ability to gather consumer data, including preferences and spending patterns, is another significant benefit of digital platforms. The possibility of recurring business can be

increased by using this data to make better decisions and create more focused marketing campaigns. As a result, the digital strategy is thought to be more sustainable and successful.

Risk Analysis of the Selected Solution

The cost of creating a new website, possible technical problems, and the potential for clients to accept the new system slowly are some of the risks associated with the digital transformation approach (see Appendix 2). However, with good planning, these hazards can be controlled. For instance, partnering with skilled developers can help minimize technological problems and regulate expenses through phased investment. Additionally, marketing might be employed to entice users to interact with the new platform. Effective risk management is a key part of decision-making, as it allows organizations to prepare for uncertainty and reduce potential negative outcomes (Robbins and Judge, 2017). In general, the dangers are controllable and do not exceed the advantages.

Plan to Implement the Selected Solution

A methodical, phased approach should be used to implement the digital strategy (see Appendix 3). Investigating appropriate website developers and platforms is the first step. This guarantees that the company chooses the best option given its requirements and financial constraints. The next step is to design and create the website, then test it to make sure it works and is easy to use. Testing is a critical stage, as it ensures that any technical issues are identified and resolved before launch, reducing the risk of customer dissatisfaction and operational disruption.

When the website is complete, a marketing effort to advertise the new services can accompany its launch. To guarantee responsibility, specific tasks should be allocated, and the schedule should allot enough time for each phase. This methodical approach raises the possibility of effective deployment and reduces

disruption. A structured implementation process is essential for ensuring that the project is completed efficiently and meets its intended objectives (Kerzner, 2017).

Measuring Effectiveness

Key performance indicators and SMART goals will be used to gauge the strategy's effectiveness (see Appendix 4). For instance, the company can set a six-month goal to boost online sales by 20%. Website traffic and consumer involvement levels could be additional metrics. Website analytics and sales data can be used to measure these parameters, enabling the company to keep an eye on developments and make adjustments as needed. The strategy's continued effectiveness and alignment with corporate objectives are guaranteed by regular review

Conclusion

This study looked at the main issues that Green Haven Florists is facing and found that shifting consumer behavior, heightened competition, and a weak online presence are the main causes of the drop in sales. The company still produces high-quality goods and upholds moral principles, but it hasn't completely adjusted to the increasing desire for convenience and online shopping.

Improving the in-store experience and putting a digital transformation plan into action were two possible solutions that were investigated. While enhancing the in-store experience might improve customer relations, it falls short in addressing the larger problem of dwindling foot traffic. By allowing the company to access a larger audience and compete in an increasingly online market, the digital approach, on the other hand, offers a more effective response.

The study has also demonstrated that, despite the risks involved with digital transformation, these may be controlled with rigorous preparation and execution. The company will be able to track its development and make the required changes over time with the help of an organized strategy backed by precise performance metrics.

All things considered, the results indicate that implementing a digital strategy is the best and most sustainable course of action for Green Haven Florists because it is in line with current market trends and has the highest potential for long-term success.

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Appendix

Appendix 1 PMI analysis

Solution		Plus (+)	Minus (–)	Interesting (?)
Digital Transformation		Expands market reach; aligns with online trends; scalable growth	Initial cost; requires technical skills	Opportunity to introduce subscriptions
In-Store Experience		Builds customer loyalty; strengthens brand identity	Limited reach; depends on foot traffic	Can create premium brand positioning

Appendix 2 Risk Analysis

Risk	Likelihood	Impact	Mitigation Strategy
High development cost	Medium	High	Plan budget and implement in phases
Technical issues	Low	High	Use experienced developers and testing
Low customer adoption	Medium	Medium	Promote through marketing campaigns
Skills gap	Medium	Medium	Provide training or outsource tasks

Appendix 3 – Selected Solution

Stage	Activity	Timeline	Responsibility
1	Research website providers	Week 1–2	Liam & Priya
2	Website development	Week 3–6	External developer
3	Testing	Week 7	Owners
4	Launch	Week 8	Owners
5	Marketing campaign	Week 9–12	Owners

Appendix 4 – Means of Measuring Effectiveness

KPI	SMART Objective
Online Sales	Increase online sales by 20% within 6 months
Website Traffic	Increase website visits by 30% within 4 months
Customer Engagement	Improve repeat purchases through subscriptions