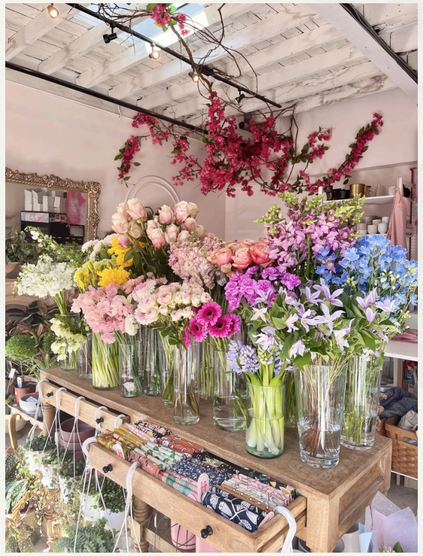
LCM4004 – Problem solving and Decision making

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Lecturer: Mohammad Raman
Assignment 1: Presentation



Presentation Overview

Introduction
Company background
Problem: nature and scope
PESTLE Analysis: Green Haven Florists
Cause and effect analysis: Fishbone diagram
Key points/Conclusion
References



Introduction

- Decline in sales refers to a decrease in revenue or products sold over a period of time
- Many retail businesses experience declining sales due to changes in consumer behaviour and competition
- This presentation will show the reasons for the decline in in- store sales at Green Haven Florists



Company Background

- Green haven florists was founded in 2016 by Liam and Priya Patel
- Their business is located in Norwich and they are an independent flower shop
- The company serves a variety of customers including walk in clients, corporate customers and weddings
- Their commitment is eco-friendly packaging and locally sourced flowers which has helped them build a strong relationship within the local community

Green Haven Florists Case Study (2025)

Nature and scope of the problem

5W2H Model



What: Decline in in-store sales
Why: Increased competition, rising costs,change in shopping habits
Where: Green haven florists, Norwich
When: Over the past 12 months
Who: Liam and Priya Patel, employees, customer
How: Reduced foot traffic and limited online presence
How much: Approximately 30% drop in sales



Green Haven Florists Case Study (2025)

PEStel Analysis

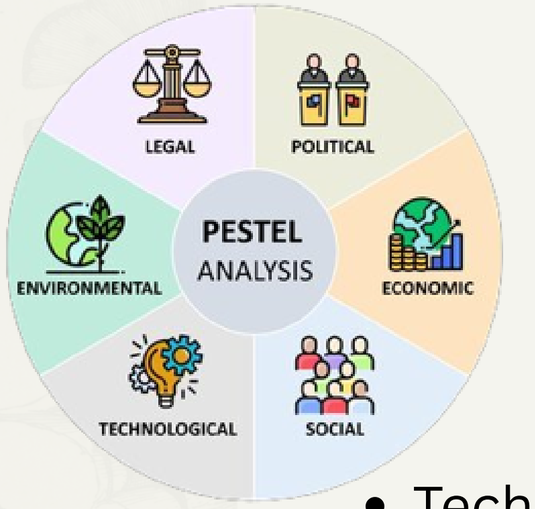


- Political- Import regulations and international trade policies can have an effect on the cost and availability of imported flowers and government policies can affect small busineses.

- Economical – Inflation has increased operational expenses as well as flower and packaging costs

- Social - Many people now prefer the convenience of ordering flowers online rather than visiting the place physically

(Statista,2024).
(MindTools, 2023) .



PesTEL Analysis



- Technological – Outdated website and limited digital marketing presence make it harder to compete with other online retailers

- Environmental factors - Commitment to using sustainable packaging and locally sourced flowers can increase their costs

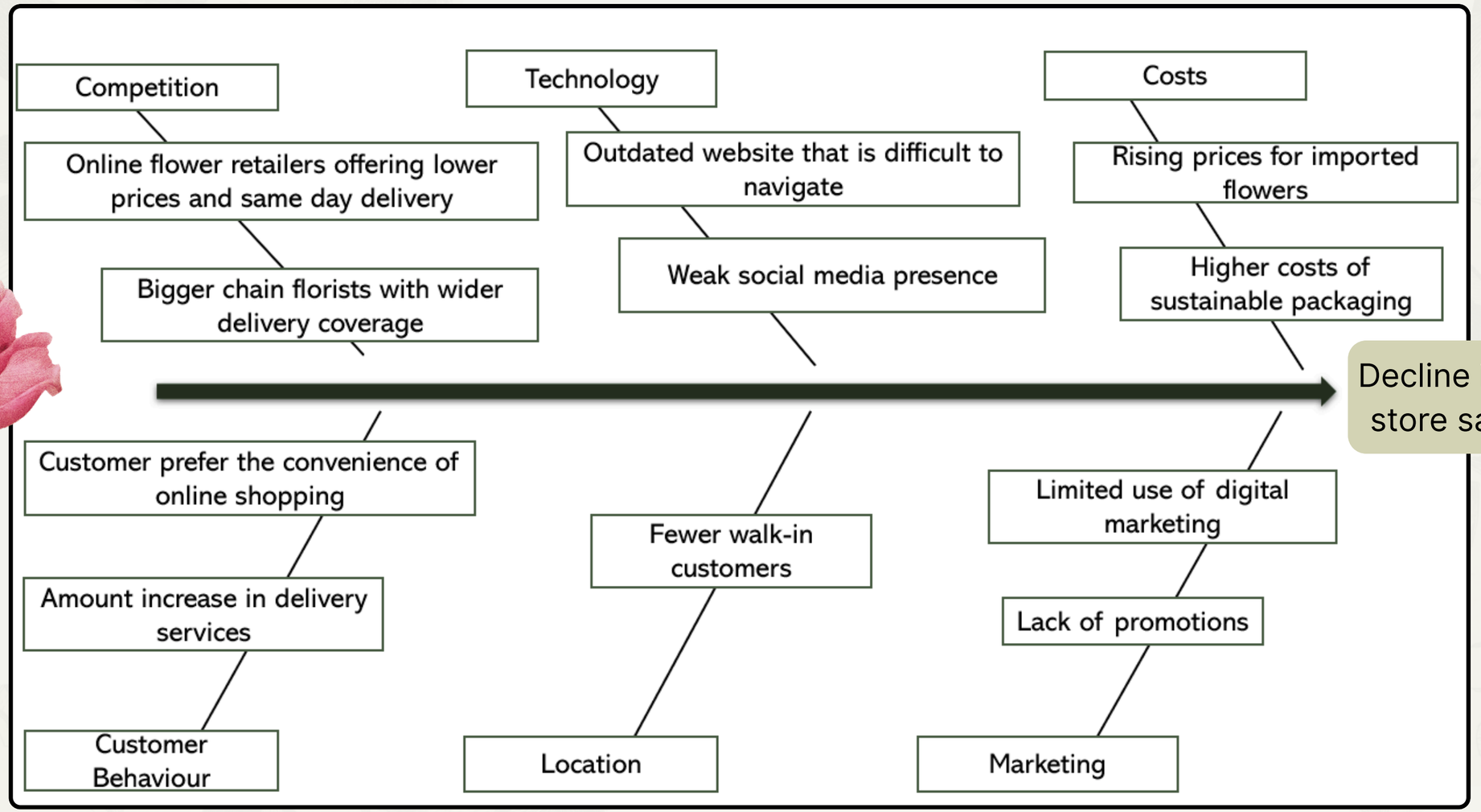
- Legal factors -Consumer protection laws and business regulations that also affect the company



(Shah, 2022)

Cause and Effect Analysis: Fishbone Diagram

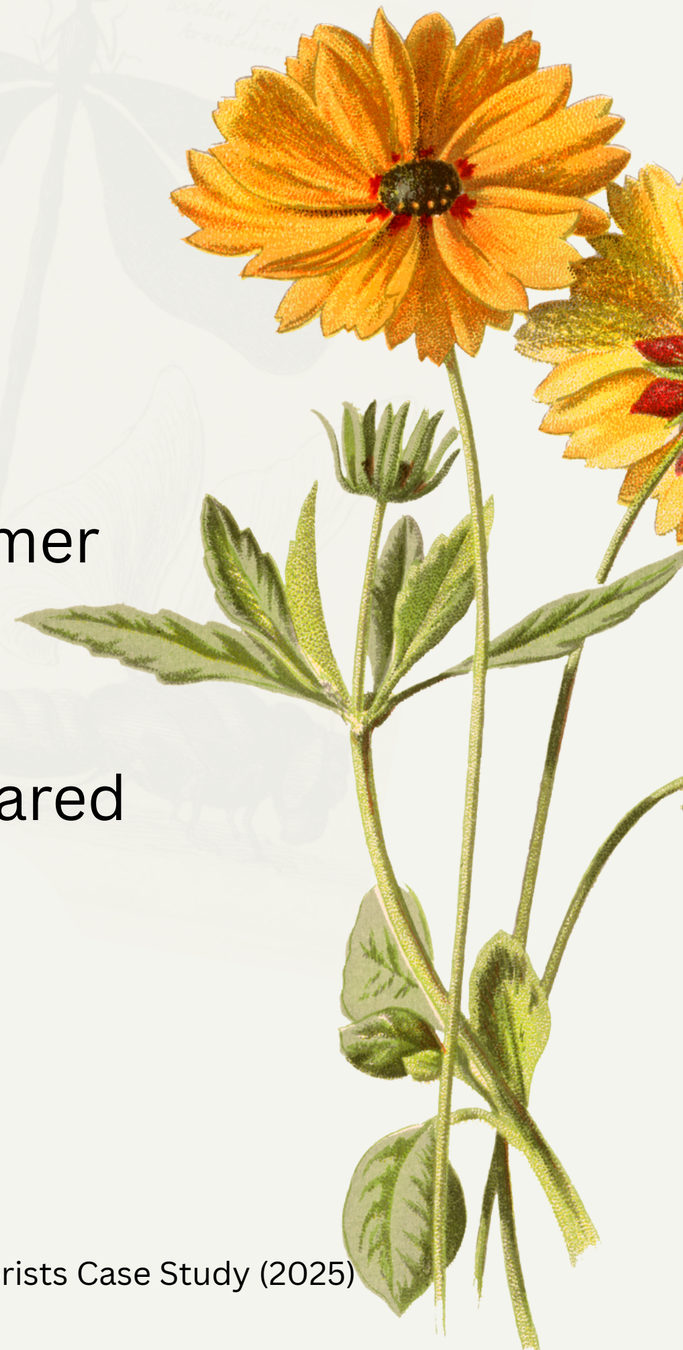




(American Society for Quality, (2023).)

Key points

- Green Haven florists is facing several challenges that have contributed to the 30% decline in in-store sales
- Increased competition from other retailers , changing consumer shopping habits and rising operational costs
- In addition the business has a limited digital presence compared to other flower shops



Green Haven Florists Case Study (2025)

References

Green Haven Florists Case Study (2025) Module materials

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THANK YOU
FOR
LISTENING