

Module Title: Problem Solving and Decision Making

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Introduction

This study looks at Green Haven Florists declining sales and assesses how enhancing the company's social media presence and web presence can help. The main problem is the florist's low internet presence, which limits their customer base and makes them less competitive in a market where more and more people shop and search online. Reduced client involvement and a discernible decline in revenue are the results of this issue. The research examines potential remedies, evaluates the root causes of the problem, and suggests a workable plan backed by SMART goals, KPIs, and a well-defined implementation strategy.

Brief Explanation of the Specific Business Problem

The focus of the case study is Green Haven Florists, a tiny flower business that is seeing a sharp drop in sales and client interaction. The main problem is the florist's poor online exposure in a market where social media and internet searches are becoming more important. The company loses out on a lot of potential clients if it doesn't have a strong web presence.

This issue is caused by several factors. First, the florist misses out on opportunities that digital channels provide, such real-time engagement and a wider reach, by not engaging in active social media or online marketing. Second, exposure beyond local foot traffic is limited because the majority of consumer interactions take place in-store. Third, rivals use digital marketing (social media, online ordering, SEO) to obtain a competitive advantage and attract clients that the florist is unable to reach.

Lastly, employees lack of training in online communication techniques and digital marketing technologies limits the company's capacity to implement and maintain a digital strategy. Strong digital marketing helps small businesses reach a wider audience, increase awareness, and improve revenue, according to empirical studies.

As a result, Green Haven Florists' market position has been weakened, client acquisition has decreased, and revenue has decreased due to its inadequate digital presence, antiquated marketing strategies, and lack of internal capacity.

Suggested Two Alternative Solutions

Solution A

The first alternative Solution (A) is to introduce biodegradable and Eco-friendly packaging. This will appeal to customers who are concerned and conscious about environment.

PMI Analysis for Solution A:

Plus (+)	Minus (-)	Interesting
Environmentally friendly	More expensive	New Materials in the Market
Reduces Pollution	Does not last longer	High demand
Decomposes Naturally.	Not always available	Cost Could reduce in the long run.
Complied with government regulation	Problem with disposal	Business stands out from competitors
Support Sustainable Packaging.	Cannot be stored for a longtime	Helps with recycling
	Some bio-degradable Materials will need to be deposited on Industrial waste land	

Having more minus in this situation for solution A means it will be more costly, not durable and not always available. This Solution makes it unsuitable to implement.

Solution B

Solution B is to online presence on social media.

PM1 analysis for Solution B:

Plus (+)	Minus (-)	Interesting
Easy access to Product Using Online Services.	It takes a lot of time	Helps business to collaborate with partners

The Shop Can be discovered by those in Norwich others Beyond	Consistency	Easy to know what customers like.
Build good /Strong relation Ship with Customer.	Complaints online, affect Business reputation	Promotion goes viral.
Design bouquets attract online customers.	Online Competitors	Encourages seasonal campaigns.
Encourages Customer to visit the shop		
Encourages Community involvement.		

Solution B-Online Presence and social media has more plus. This means it is very important for business. Having active social media presence for Green Haven florists brings a great deal of advantages. This will help to attract new customers and make the shop more visible online. It can be found on Google and other social media platforms easily. The brand image also improves as a result of social media. This will help to reverse 30% drop in sales and also strengthens the business's Competitiveness in the flower Market.

Justification for Selected Solution

It can be justified that online presence and social media platforms is the best solution. I can say it helps to attract new customers and make the Shop more visible online which will resolve the Problems. Online presence will also encourage existing customers to be more loyal with their local flower shop at Norwich, uk.

With the help of online Promotion, advertising, the brand image and ordering will be improved. This will help to reverse the 30% drop in sales and also strengthens the business Competitiveness in flower business/shop.

In explaining and defending the weighting attributed, I considered certain factors or criteria that will improve the business performance in order to increase the Profit. I use PMI, as one of the best decision-making tools. This is very important in solving the

business problem. Weighing was given to factors that have the greatest impact on Green Haven Florists.

Risk Analysis of the Selected Solution

Based on the results from your Risk Analysis:

Risk analysis is finding possible problem in advance and planning how to reduce them.

Solution B-Online presence and social media platforms, offers a great deal of benefits to green heaven florists such as, visibility, customer engagement, and increase in sales.

However, there are risks that must be taken into consideration and managed carefully. Here are risks that have been identified cybersecurity threats, Competition from other larger/bigger competitors, Financial Challenges, legal obligations. Making sure that brand image is maintained correctly, in order to reduce the risks, the business can put strategies in place for example, Proper planning, Staff training and monitoring. These steps or actions will make Green Haven Florists to reduce risks and use online platforms to regain Competitiveness to strengthen its position in the Market.

Plan to Implement the Selected Solution

Based on the Implementation Plan you have provided:

Action	Description	Time frame	Staff responsible
To create online presence	Setup social media platforms for example, Facebook, tik-Tok, and google	8 th Dec 2025	Owners- Liam and patel
Create a plan	Plan weekly post and Create a Posting Calendar	15 th Dec 2025	Owners
Train staff on social media	Train Staff how to response customers,	22 nd Dec 2025	Owners

	upload post, and to take quality photos		
Review strategy	Evaluate if social media presence increases, sales and customers engagement	29 th Dec 2025	Owners

According to the table of plan to implement the selected solution. The Tasks are arranged in & order of priority. Scheduling is to minimise disruption. Responsibilities are assigned, so that every part of the training plan is carried out effectively. The decision to implement an online Presence and Social Media Strategy is based on a thorough analysis of the business problem. One of the insights for this decision is the shift in consumer behaviour towards social media platforms, offers a cost-effective approach that delivers measurable results. Furthermore, the decision is justified by the solution's ability to address multiple aspects of the business problem at once. Additionally, the solution is flexible and has potential, allowing the business to adapt content and strategies as customer preferences change gradually over time.

Therefore, the chosen solution is justified because it directly addresses the root causes of declining sales-poor visibility, limited communication and weak customer engagement. Resulting to offering sustainable long-term benefits. It is effective, practical and low cost.

Monitoring and evaluation

Key performance measures, including engagement rates, follower growth, online enquiries, and monthly sales statistics, will be regularly tracked to monitor the execution of the social media solution and online presence. Social media activity will be reviewed every week to make sure the material is consistent and in line with consumer expectations. To gauge satisfaction and pinpoint areas for development, customer comments and internet reviews will also be assessed. To evaluate progress, monthly KPI reports will be contrasted with the SMART goals. This continuous monitoring and assessment procedure guarantees the strategy's continued efficacy,

aids in decision-making, and permits prompt modifications to optimise corporate performance.

Means of Measuring Effectiveness of Implementation of Selected Solution

The implementation plan's suggested KPIs offer precise, quantifiable indicators of whether the social media strategy and online presence are having the desired effect. Likes, comments, shares, and follower growth are examples of social media engagement KPIs that are justified since they show how customers engage with the florist's material. Successful exposure and audience interest are indicated by high engagement. Since it assesses how digital activity translates into actual consumer actions and prospective revenue, the KPI on online customer queries and orders is equally significant. Monitoring online message response times guarantees that the company upholds high standards for customer service, which is crucial in a cutthroat industry.

Lastly, monitoring monthly sales performance offers a monetary indicator of efficacy, demonstrating whether the new digital strategy enhances revenue. By establishing precise and attainable goals, the SMART objectives complement these KPIs. For instance, raising social media engagement by a predetermined percentage in three months is a feasible and quantifiable objective in line with the capabilities of the company. In a similar vein, the goal of posting content consistently every week is feasible and time-bound, guaranteeing frequent visibility. Because they provide structure, responsibility, and a clear deadline for evaluating progress, these SMART objectives are justified and guarantee that the implementation stays efficient and focused.

Conclusion

This study examined the difficulties Green Haven Florists experienced and assessed how strengthening their internet presence and social media strategy could help. According to the evaluation, the company is seeing a decline in sales because of its antiquated communication strategies and low online exposure. The research determined the primary causes of the performance decline by evaluating risks and KPIs, comparing options, and reviewing the current situation. Four major conclusions were drawn from the review. First, Green Haven Florists is less competitive and has a smaller customer base because of its weak web presence. Second, most of the consumer communication takes place in-store, which restricts options for engagement and promotion. Third, rivals gain an advantage by utilising contemporary digital platforms.

Lastly, employees lack the digital marketing expertise required to properly handle social media. Restoring sales growth and strengthening the company's position in the market will depend on resolving these problems.

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