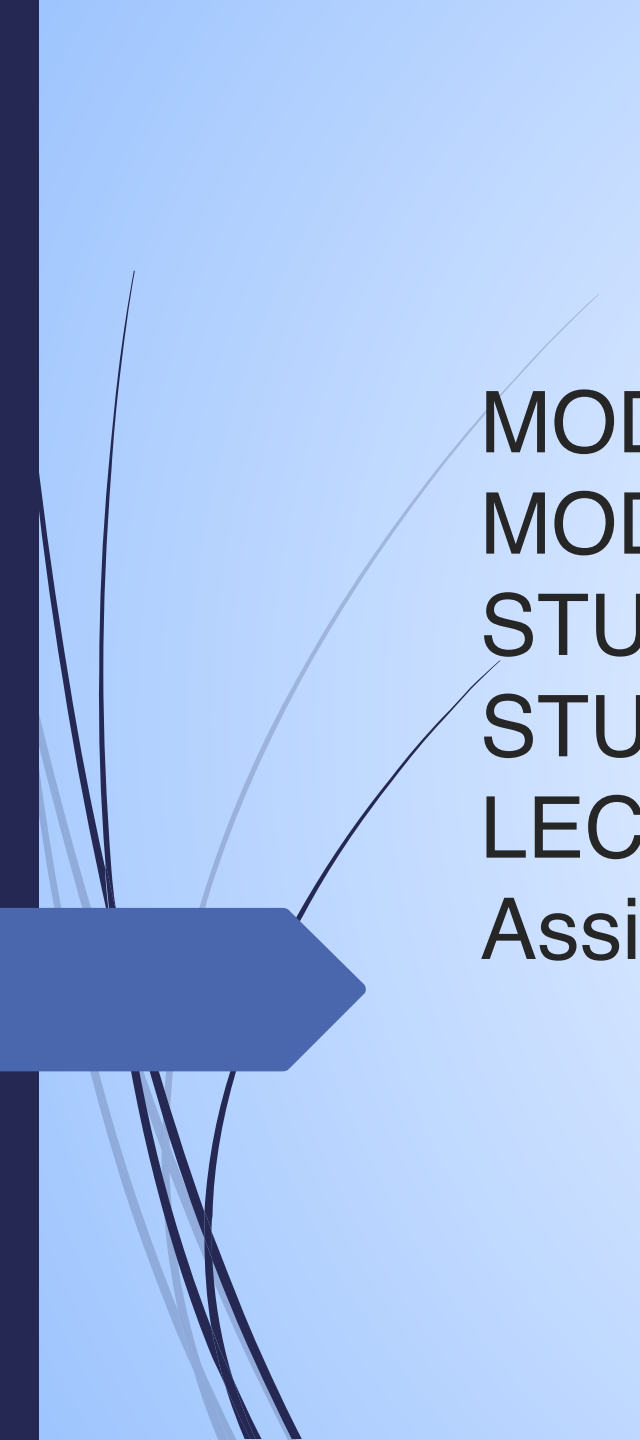




MODULE NAME Problem solving and decision making

MODULE CODE LCLM4004

STUDENT NAME Yasar Edrak

STUDENT ID 25833

LECTURER Faizuedu

Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

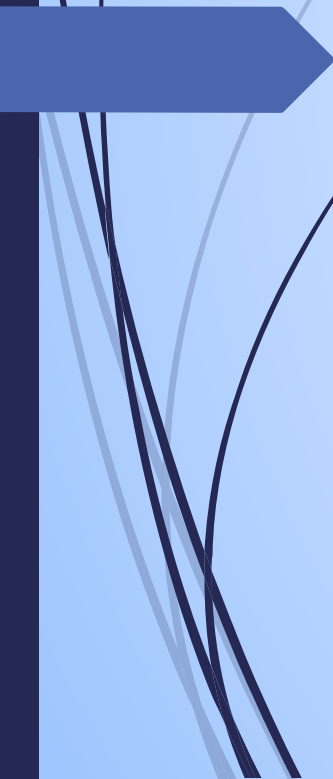
Cause and effect analysis: Fishbone diagram

Conclusion

References

Introduction

DROP IN SALES- "decrease in the amount sold or revenue generated between two periods" (Calculator Ultra, 2025)



Today, I'm talking about drop in sales in Green Haven Florists lately and how sales are important in knowing if a business has succeeded or not. Firstly, drop in sales means a decrease in the amount of product getting sold or the revenue earned per two periods of time.

This presentation will be zoomed in on how this problem was caused, and analysis using tools like fishbone diagrams and how drop in sales has affected the key factors of the company like the employee, profit, and etc.

Company background

Green Haven Florists

- **Founded in....** 2016 norwich
- **Owners:** Liam and priya Patel
- **Sells ...** Flowers
- **strong community ties**
- **Add more information from the case study**

It is a small flower shop business which sells flowers bouquets and etc.
it can be used for occasions like weddings or funerals or different events.

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What:....The sales are declining and are also experiencing competitions from flower delivery companies

Where:....At green haven florist shop

This started happening because more people buy flowers online as it is easier more convenience and more affordable. So less costumers visit the shop so the shop sells less , so it affected the business profit and growth.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL Some flowers might need to get imported from foreign countries

2 ideas for each factor

And the taxes increase so it affects how much profit the florist makes and usually half of the profit is then by government so it heavily affects the profit

ECONOMIC

Inflation can affect the cost of flowers and it increases it and combined with cost of living crisis

It makes the costumers spend less money on flowers as it still counts as luxury

SOCIAL

Costumers may prefer online as its more easier and less time wasted to go to shop and buy it

I mean the generation has got lazier and they depend online more

PESTLE ANALYSIS: Green Haven Florists

► TECHNOLOGICAL

You can order online through websites which can decrease on store sales and people lean more towards them

Social media markets these online stores more and attracts more customers towards them

► LEGAL

One of the main negative factors is that businesses in shops should follow minimum wage and working hours which decrease the shop's profit

The shops have to go through safety regulations which is very hard to maintain and sometimes require more money to maintain well

► ENVIRONMENTAL

Cause and effect analysis: Fishbone diagram

Low sales at green haven florists

Price -flowers are more expensive -so customers will look for cheaper options so the than people in competition the sales decrease

promotion - the shop ins don't have enough advertising

So they have a limited social media presence and less people now about it and the costumers don't increase

Product - some flowers that are wanted you cant find them so limited variety of flowers

And some flowers might not stay fresh as they been inn the shop for long

Location - shop may not be visible and it can be hard to find it , some might come with cars so limit paring for costumers

Conclusion



In the conclusion from the analysis that I have shown u guys different factors have affected the drop in sale like the legal rules the pricing and etc. so when these problems get solved the sales will increases and if u apply most of these strategies the business can increase sales and bring more costumers by the door

References

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

5 sources

Statista which is florist industry statistics

Business news which gave me the strategies

Indeed which talks about florist jobs and roles

Google for some information

Kotler for marketing management



Thank
You



Questions