

Problem solving and decision making

LCLM4004

MAIWAND ASIFI

20251014551

Lloyd Beharry

Assignment1:Presentation

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Introduction

The Business: Small independent flower shop in Norwich, UK.

Established: 2016 by owners Liam & Pria Patel.

Key Products: Fresh bouquets, wedding flowers, and eco-friendly wrapped products.

Core Strength: Outstanding customer relationships and strong community trust.

Company background

Founded in: 2016

Owners: Liam & Pria Patel

Sells: Fresh flowers, bouquets for different occasions, wedding ,birthdays and other wrapped products.

Strong community ties: They have an outstanding relationship with customers also many consumers know and trust the owners personally

Problem nature and scope

Who: Liam and Priya Patel (Owners)

What: A 30% decline in-store sales accompanied by rising costs for flowers, materials, and sustainable packaging.

Where: Norwich, UK, specifically at their high street shop location.

When: Over the last 12 months.

Why: Consumers prefer more affordable and convenient online options the shop's website is difficult to navigate.

Problem nature and scope

How: Less customer footfall and participation in online competition; higher costs deducting from total profits.

How much: 30% drop in sales.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

Taxation Changes: Potential rises in government taxes can increase the overall operating costs for the business.

Trade Policies: Government trade policies can impact the import prices and availability of flowers sourced from other countries.

ECONOMIC

inflationary Pressure: Rising inflation has significantly increased the cost of raw flowers and essential florist materials.

Cost of Living Crisis: Due to the crisis, customers have less disposable income to spend on non-essential items like luxury bouquets.

SOCIAL

Changing Consumer Habits: There is a clear shift in consumer preference toward the convenience of online shopping over visiting high street stores.

Affordability and Discounts: Consumers are increasingly looking for discounts and more affordable products typically offered by larger online flower companies

PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL

Website Usability: The shop's website is poorly designed and arduous to navigate, leading to a loss of potential online customers.

Digital Marketing: Consumers are increasingly using social media and digital platforms, where the shop currently has a weak presence compared to competitors.

LEGAL

Regulatory Compliance: The business must follow specific policy rules and safety laws relevant to the retail and floral industry.

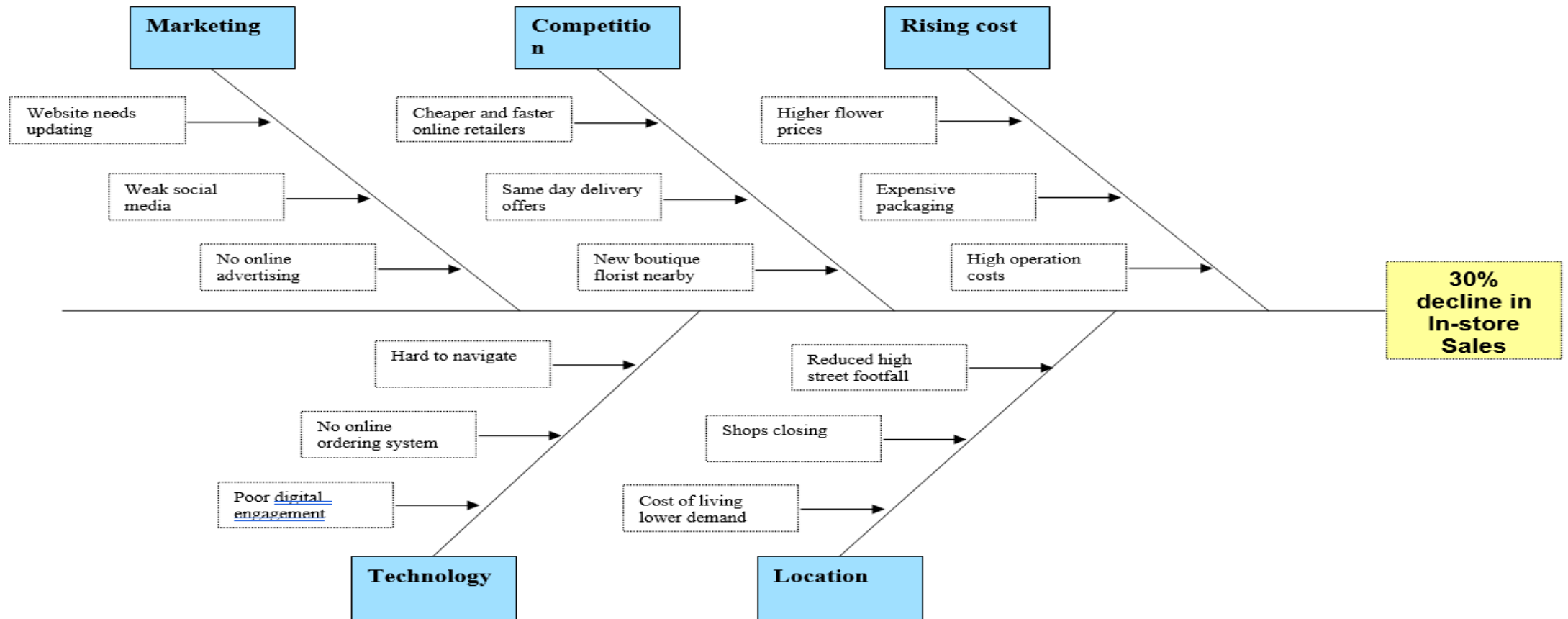
Data Protection: Compliance with data protection laws affects how the business stores and manages online consumer insights and customer data.

ENVIRONMENTAL

Sustainable Packaging: The shift to eco-friendly packaging is a positive environmental move but causes rising costs for the business.

Climate Impact: Weather and climate change can unpredictably affect the supply and quality of flower stocks.

Cause and effect analysis: Fishbone diagram



Conclusion

- The Shift: The business traded its "family feel" and personal service for strict rules and higher profits.
- The Fail: This change caused staff to quit and loyal customers to leave because the "magic" was gone.
- The Lesson: To succeed, they must combine modern efficiency with the passion and community that made them famous.

References

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Thank
you

Questions?