

Green Haven Florists: Performance Analysis and strategic Recommendations

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Assessment Component 2 Report

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Introduction

Small Independent retailers are increasingly under pressure to adapt to technological, social, and economic changes (Mintel,2024). Green Haven Florists, a sustainable shop in Norwich UK, has recently experienced a significant 30% drop in in store sales and reduced foot traffic. The company faces growing competition from digitally savvy florists and online delivery platforms. The purpose of this report is to analyse the underlying causes of this problem, evaluate potential strategic solutions, and recommend an adjustable evidence-based plan for implementation and monitoring.

Explanation of the business problem

Purpose: The purpose of this report is to analyse the decline in in-store sales at Green Haven Florists, this is a small eco- business that is based in Norwich, UK. This report explores the internal and external factors that are affecting the performance, evaluates alternative strategies to address these issues, and recommends a sustainable evidence-based solution.

Context: Green Haven Florists has experienced a 30% decline in their physical sales due to rising competition from online competitors, changing customer preferences, and limited digital engagement. As a family run business known for their environmentally friendly practices, it is facing the dual challenges of maintaining local appeal while expanding its digital presence.

Scope: This report identifies the core business issues, purposes two alternative solutions, evaluates them using a PMI (Plus,Minus,Interesting) analysis, recommends a preferred strategy, and develops a practical action plan that measures implemented success.

Audience: My report is intended for the management of Green Haven Florists and academic evaluation within the managing and Decision-Making Module.

Green Haven Florists key challenges are its declining sales performance, primarily attributed to reduce in store footfall and limited online presence. Market data shows that the UK Floristry sector has increasingly shifted towards online ordering and digital marketing, with 68% of consumers prefer to buy flowers online (Statista,2024). Several factors contribute to Green Haven's difficulties: Digital gap, marketing limitations, rising costs, Inflation and changing consumers trends (Deloitte,2023). The Implications are significant that involve Declining revenue, reduced competitiveness, and risk of long-term business instability.

Alternative Solutions

Two feasible strategies have been identified to address performance decline (Kotler and Keller, 2023).

Option 1:

Digital transformation and Online Marketing Enhancement redesign of the website, improve social media engagement, and to create an e commerce capability.

Option 2:

In store Experience and community Engagement by hosting workshops, building local partnerships, and developing Loyalty Programs.

Why Digital Transformation is Beneficial

Digital Transformation simply means using modern technology to improve how a business works and how it connects with customers. For a small independent shop like Green Haven Florists, this shift has become increasingly important. Today, most customers expect to find information online, browse products easily and make quick purchases through websites or social media. Without a strong Digital presence, even the best local businesses will struggle to keep up with online competitors.

By investing in digital tools, Green Haven Florists can reach out to far more people than those who walk past the shop. A well-designed website with online ordering allows

customers to buy flowers at any time, not just during opening times. Social media also offers powerful ways to share updates, promote seasonal flowers and interact directly with customers in a more personal way.

Digital Transformation doesn't just help with sales it also helps the business understand what customers want. Tracking online engagement, sales pattern and customer feedback provides useful information for making better decisions. Overall, going digital makes the business more adaptable, more visible and better equipped for the future it helps long term stability, encourages new customer relationships and helps Green Haven Florists stay competitive while keeping the personal, local touch that makes the shop unique. Ultimately, digital transformation gives business the flexibility and confidence to evolve alongside modern customer expectations. Therefore I feel having digital tools is money well spent to grow bigger and better.

PMI Evaluation

The PMI analysis compares the pros and cons of each option, allowing a balanced decision making (Hillson, 2022).

Option 1

Digital Transformation: Plus, points- expands reach, increases sales, and helps improve brand awareness.

Minus points- It can be costly to setup; more staff training is required.

Interesting points- It has potential for scalability.

Option 2:

Community Engagement: Plus, points it builds loyalty, support sustainability.

Minus points- It has limited reach and slower growth.

Interesting- It has hybrid potential.

Grid Analysis

Factors to consider	Weighting (1-5)	Option 1: Digital	Weighted Score	Option 2: Community	Weighted Score	Total
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		Transformation (score 1-5)		Engagement (Score 1-5)		
Increases Sales	5	5	25	3	15	40
Cost effectiveness	4	3	12	4	16	28
Ease of Implementation	3	3	9	4	12	21
Improves competitiveness	5	5	25	3	15	40
Long term sustainability	5	5	25	3	15	40

Option 1 total= 96

Option 2 total= 73

Selection and Justification

Based on PMI evaluation, Option 1 is more preferred. It addresses the core issue of low reach and aligns with consumer behaviour. Digital transformation has been proven to increase SME sales by up to 30% (PwC,2024).

Risk Analysis

The risks include excessive cost to setup, staff skill gaps, low initial engagement, and technical issues. Mitigation includes phased rollout, training, and professional IT support (Hillson,2022).

Risk Analysis Template

	What could cause a risk?	What is the likelihood of the risk occurring? (1 – 5)	What is the impact of this risk? (1 – 5)	Risk Factor = Likelihood X Impact	What can you do to reduce this risk from happening?	If it happens – what can you do to minimise the impact?
1	High Cost of digital transformation (website, ads, subscriptions)	3	4	12	Set up a clear budget, use phased rollout, get multiple quotes from developers.	Reduce optional features, focus on essentials first, adjust campaign spend.
2	Staff Skill gaps with new digital systems	4	4	16	Provide training, tutorials, and clear onboarding, assign roles based on strengths.	Offer additional support, temporary help, simplify processes.
3	Low initial online engagement or slow customer adoption	3	3	9	Launched targeted social media ads, promote offers, collaborate with influencers.	Adjust marketing strategy, increase promotions, gather customers feedback.

Action Plan

Having a structured plan can help guide implementations to ensure control and accountability (Mintel, 2024).

Phase 1 (Months1-2): Website development.

Phase 2 (Months 3-4): Launch Social campaigns

Phase 3 (Months 5-6): Set up subscription

Phase 4 will require ongoing reviews and evaluations.

This responsibility is shared between management, developers, and marketing assistant.

Implementation Plan

Name the problem you are solving Decline in store sales and limited online presence

Name the solution you are implementing: Digital Transformation (new website, social media campaigns, and online subscription service)

T a s k	WHAT	WHEN	WHO	Done
1	Redesign and update business website with e commerce functionality	Months 1-2	Web developer + Manager	
2	Launch social media campaigns (Instagram/Facebook, Tik Tok)	Months 3-4	Marketing Assistant + Manager	
3	Setup online subscription service (monthly bouquets)	Month 5	Manager + Developer	
4	Train Staff on new digital systems, order processing, and customer enquiries	Month 3-5	Manager + External Trainer	
5	Review KPIs monthly and adjust strategy	Month 6 onwards	Manager	

Implementation Plan

Name the problem you are solving Decline in store sales and limited online presence.

Name the solution you are implementing: Digital Transformation (new website, social media campaigns, and online subscription service)

Measuring Effectiveness

All performances will be checked through key metrics to assess digital growth (Kotler and Keller, 2023). Key performance Indicators (KPIs): online sales (+20%), website traffic (3,000 monthly visits), social growth (+10%), retention (+25%), and profit recovery within 12 months.

Key Performance Indicator :

Specific	Measurable	Attainable	Relevant	Time-Bound
Increase online sales through the new website, subscription services, and social media campaigns.	Track online sales (+20%) website traffic (3,000 monthly visits), social growth (+10%), retention (+25%), and profit recovery.	Achievable with digital transformation: updated website, social campaigns, and improved customer engagement.	Supports business recovery, aligns with market trends, and addresses declining in-store sales.	To be achieved within 12 months from implementation.

Conclusion

Green Haven Florists must adapt to digital trends to carry on with their growth. Digital Transformation offers them the best opportunity for competitiveness while maintaining their ecofriendly identity (PwC,2024).

References

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