

Module Title: Problem Solving and Decision Making

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Assessment: Component 2 Report

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Introduction

This report addresses potential solutions to the problems faced by Green Haven Flowers, which have resulted in a 30% drop in sales over the past year. According to information provided by the owners, the primary issue appears to be the lack of technology in sales, as they have an outdated website. Other problems include the inflexibility of their delivery service and the presence of two new competitors in the area. Taking these and other factors into account, this report will propose two solutions to help the owners overcome these challenges.

Brief Explanation of the Specific Business Problem

In this case, we have some problems, starting with the loss of in-person customers due to less pedestrian traffic in the area. Consequently, some nearby businesses have closed, further reducing pedestrian flow. Continuing with this, the owners' lack of familiarity with technology and social media makes it more difficult for them to keep up with internet trends creating engaging, eye-catching and creative posts for customers knowing these facts further complicates the situation, given that the internet and social media have a strong influence on consumer habits. As we know, their website is difficult to navigate and outdated, which creates frustration among potential customers. The website is one of the main sources of sales, as customers show a strong preference for online shopping these days. Furthermore, their delivery service is inflexible, as they do not offer same-day delivery, which is one of the most popular home delivery options for customers. Finally, they do not offer discounts or subscriptions for their loyal customers, which would be beneficial for both the shop and its customers by generating recurring revenue and strengthening the relationship between them.

Suggested Two Alternative Solutions

Solution A

The solution will consist of improving the owners' digital skills to create marketing content and fix the website so that customers feel comfortable using it.

Plus	Minus	Interesting
Reach more customers of different ages Customers will be satisfied with the website changes Increase in online sales Owners will develop new skills They will save money by doing marketing for their own products.	Owners will have to work harder to develop these skills It will take more time and effort. They will have to invest in advertising their products and in learning digital skills.	Developing these skills will be useful to them in other areas.

Learning to manage their website and make it easy to navigate will increase customers' satisfaction when purchasing flower arrangements and significantly boost online sales. Furthermore, social media advertising, a crucial tool for driving sales, especially among young people, will help reach a wider audience. By creating these ads themselves, businesses can save money by not having to hire a marketing team, although occasional collaborations with influencers, common practice on social media, would also be beneficial.

Solution B

Offer more delivery options by expanding coverage to reach more areas and provide service to more customers, including same-day delivery, in order to meet consumer expectations.

Plus	Minus	Interesting
Customers will be satisfied.	This will generate an extra cost.	It could improve customer loyalty

It will generate more revenue.	Possible work overload.	
It will be competitive.		

Implementing more delivery options, especially same-day delivery, and expanding coverage areas would help reach potential customers and retain loyal clients who have expressed a desire for this service, generating more sales and profits. It would also help the store remain competitive against new stores offering these services, and adapting to new sales strategies is crucial for staying in the market.

Justification for Selected Solution

While solution B is very important, solution A is essential for the shop to continue operating and adapting to the changing times. By learning to use digital tools for their business, the owners will increase their chances of remaining competitive, connect with new generations, implement effective marketing to attract more customers, and use their creativity to boost sales.

Since e-commerce is the norm these days, it's important for the company to innovate and stay up-to-date with marketing strategies. By following these steps, the store will overcome the difficulties it has been facing.

Risk Analysis of the Selected Solution

The main risk they could face is not having enough time to learn these new skills; on the other hand, they could also face work overload. There are also financial risks associated with investing in developing digital skills and tools. Advertising might not be effective if it's not properly implemented and fails to attract new customers.

These financial and operational risks are high considering the owners' lack of digital skills and the amount of effort required. Additionally, investing in this solution might not yield immediate results, which could negatively impact the shop's finances.

Plan to Implement the Selected Solution

<i>Action</i>	<i>Time</i>	<i>Tasks</i>	<i>Who</i>
<i>diagnosis</i>	<i>Week 1</i>	<i>Website evaluation, identification of current digital skills, analysis of the objectives for the shop with these changes</i>	<i>Liam and Priya</i>
<i>Learning</i>	<i>Week 2-6</i>	<i>Enroll in marketing and digital skills courses, practice with tools</i>	<i>Liam and Priya</i>
<i>website adjustment</i>	<i>Week 7-8</i>	<i>Modify the design, improve the content, simplify it to make it easier to navigate, add more creative photos</i>	<i>Liam</i>
<i>marketing</i>	<i>Week 7-10</i>	<i>Create social media networks, promote products with ads, publish content, and establish a content publishing plan on social media to maintain control and routine.</i>	<i>Priya</i>
<i>Evaluation</i>	<i>Week 11</i>	<i>evaluate results, request customer feedback, improve strategy</i>	<i>Liam and Priya</i>

Conclusion:

In conclusion, Green Haven Flowers has been experiencing sales losses due to internal and external factors such as a lack of pedestrians in the area, difficult-to-navigate website, new competitors, and especially a lack of digital presence, which has caused the owners to face difficulties in staying afloat.

Evaluating the situation, the most appropriate solution to this problem seems to be improving the owners' digital skills. By developing these skills, the owners will be able to manage their website and make it more attractive and up-to-date, as well as create content on social media and advertisements to increase sales and customer satisfaction by enabling online purchases.

By implementing this solution, the owners may still face some challenges, such as the time and effort required, as well as the investment. Therefore, they must be aware that these are long-term benefits. This will allow them to connect with younger consumers and adapt to new consumer habits. By adopting this strategy, the shop will recover from the crisis it has been facing and will also contribute to the growth that is essential to achieving its goals.

Key Findings

- Green Haven Flowers has experienced a 30% sales decline over the past year.
- The main problem is a lack of familiarity with the digital age.
- Customer behaviour has changed, and they prefer online shopping.
- The owners lack sufficient knowledge to use new tools like social media.
- External factors have also affected the business, such as new competitors and a lack of customers in the area.
- Customers have expressed dissatisfaction with the delivery service due to limited options.
- By improving their digital presence, they will achieve a better outcome.

Reference List

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The Key Performance Indicator is:

Specific	Measurable	Attainable	Relevant	Time-Bound
Questionnaire Observation Reviews	How many Qs? Which days? How long?	Who is going to do it? Is it attainable?	What type of data? On what? What's the point?	How long will it take to collect the data?