



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: James oyibo

Student ID: 2438986

Lecturer's Name: Koushik das sarma

Module Code: LCLM 4004

**Module Name: Problem Solving and
Decision-Making**

Component I: Green Haven Florists

PRESENTATION OVERVIEW

Hello, I am James and today I will present an analysis of Green Haven Florists, a small but distinctive flower shop facing multiple challenges.

The business's history, problem identification and analysis, PESTEL and 5W2H framework applications, cause and effect diagnostics, and important outcomes with strategic insights are all covered in this presentation.

BACKGROUND OF GREEN HAVEN FLORISTS

Liam and Priya Patel opened Green Haven Florists in Norwich in 2016. The florist, who is well-known for personalised and imaginative flower arrangements, has amassed a devoted clientele by fusing sustainability, quality, and solid local ties. Their product line offers choices for corporate events, weddings and walk-in customers.

- Independent florist with eco-friendly packaging and local sourcing
- Emphasis on personalized services and community engagement

INSIGHT INTO THE PROBLEMS

Green Haven Florists has seen a 30% drop in in-store sales over the past 12 months. This is mostly because customers are choosing to purchase online more, and foot traffic has decreased as a result of nearby establishments closing. The decline in physical sales is not compensated by the minor increase in internet sales.

Other challenges include rising costs of flowers and sustainable materials, competition from a trendy boutique florist with a strong Instagram presence, and a national chain that competes on pricing. “Internally, the shop suffers from an outdated website and limited digital marketing (Mintel, 2025).”

5W2H MODEL APPLICATION

To analyse the problem systematically, the 5W2H framework is used:

- **Who:** Liam and Priya, customers, competitors
- **What:** Declining sales, rising costs
- **Where:** Norwich physical shop and online market
- **When:** Past 12 months ongoing
- **Why:** Market shifts, inflation, competition
- **How:** Current business operations with limited digital presence
- **How Much:** Significant financial impact from sales drop and increased expenses

This clarifies both external and internal causes for targeted problem solving.

CRITIQUE OF PESTEL FRAMEWORK

The PESTEL framework looks at the following external factors: legal, technological, social, political, and economic. It offers an accurate analysis that helps in strategy planning and market environment assessment for organisations. But occasionally, it may be too general or out of current to account for quickly evolving circumstances. “Additionally, PESTEL does not address internal challenges directly (Johnson et al., 2023).”

PESTEL APPLICATION TO GREEN HAVEN

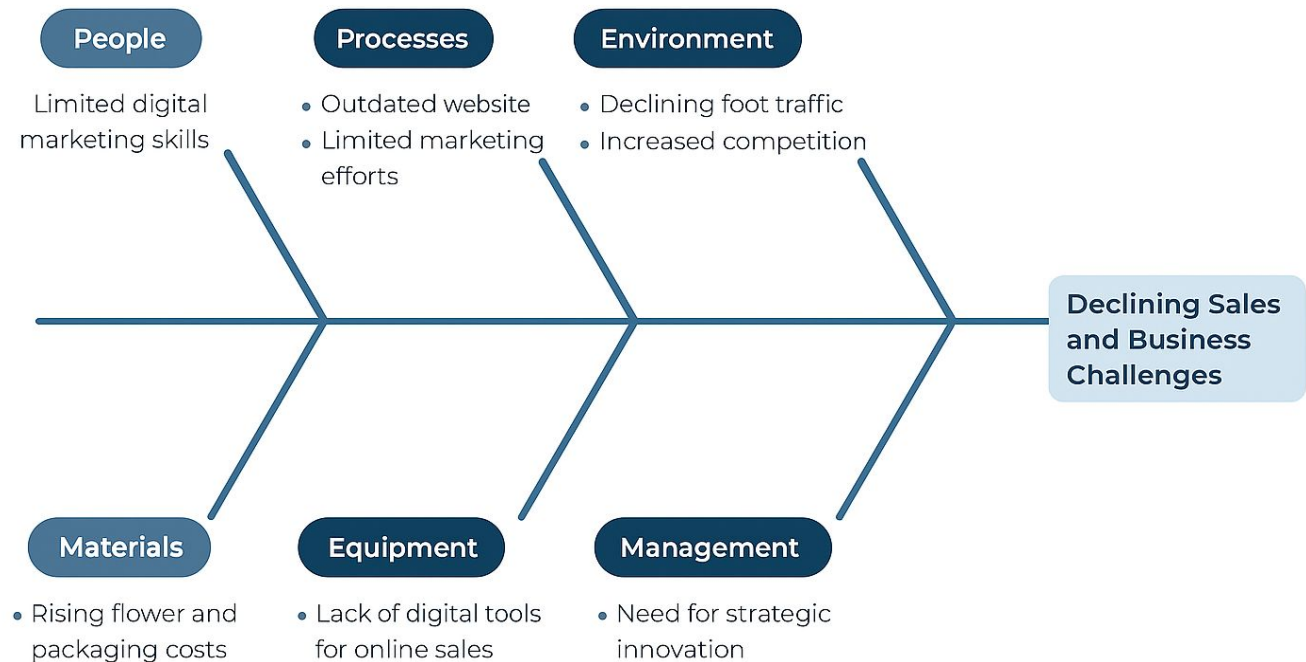
- **Political:** Brexit-related import challenges increasing flower costs
- **Economic:** Inflation and reduced consumer spending power
- **Social:** Greater environmental awareness, shift toward online shopping
- **Technological:** Need for updated website and enhanced social media use
- **Environmental:** Commitment to sustainable packaging and local sourcing raises costs
- **Legal:** Compliance with retail business laws, employment regulations

CRITIQUE OF CAUSE-AND-EFFECT MODEL

The cause-and-effect (fishbone) diagram classifies issues into people, processes, environment, materials, equipment, and management, making it easier to see the underlying causes of issues.

Although this method encourages organised analysis, it may be overly straightforward or dependent on personal opinions. It works best when paired with knowledge derived from data.

Fishbone Diagram Analysis



CAUSE-AND-EFFECT APPLICATION

For Green Haven, root causes include:

- **People:** Limited digital marketing skills
- **Processes:** Outdated website, mainly word-of-mouth advertising
- **Environment:** Loss of foot traffic, stronger competitors
- **Materials:** Increased costs of flowers and eco-friendly materials
- **Equipment:** Lack of digital tools to support online sales
- **Management:** Need for strategic innovation and digital transformation

KEY FINDINGS

There are several obstacles that Green Haven Florists must overcome: Profitability is significantly impacted by the 30% drop in sales at physical stores. Growth in online sales is encouraging, but it is not yet sufficient to make up for it. Rivals use aggressive pricing and effective online advertising. Cost pressure is increased by sustainability initiatives. Internally, competition is diminished by digital marketing and website constraints. “Addressing these factors is crucial to survival and growth (Kotler et al., 2021).

REFERENCES

- Budur, T., et al. (2023). PESTEL Analysis: Strengths and Limitations in Strategic Management. *Journal of Business Strategy and Environment*, 38(5), pp.45-56
- Burnes, B. (2020). *Managing Change*. 7th ed. Harlow: Pearson.
- Johnson, G., Scholes, K. and Whittington, R. (2023). *Exploring Corporate Strategy*. 12th ed. Harlow: Pearson.
- Kotler, P., Keller, K.L. and Chernev, A. (2021). *Marketing Management*. 16th ed. Harlow: Pearson.
- Mintel (2025). *UK Cut Flowers and Houseplants Market Report*. Mintel Group Ltd.
- Tagaram, S.D. (2024). Quality Tools and Techniques: Fishbone Diagram, in *Healthcare Quality Improvement*. National Center for Biotechnology Information, U.S. National Library of Medicine.