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This report is about the Green Heaven Florist business problems, it is a small flower shop which had a 30% decline in sales over the last 12 months. One of the reasons why the sales are dropping is because clients prefer ordering online since they offer lower prices and faster delivery. It is more convenient for them to choose a larger order and receive the same day plus the discount offered.

Another reason why there are less customers is that costs have increased, the Green Heaven Florist is bringing high quality flowers from abroad, such as tulips and orchid. It is hard to keep a budget without neglecting the standard of quality. The independent business is also environment friendly, the wrapping and packaging used for the flowers is biodegradable and sustainable.

The business owners Liam and Priya have some troubles keeping up with social marketing and promoting the business online, clients are complaining that the website needs improvement and changes since it remained the same for a long time. Some of the customers say they need different options of delivering, but to keep the same quality.

The last problem the business faces is the new competition that has entered in the local market. Both are very strong competitors each with unique aspects, one offering a diverse variety of delivery and the other one has a large social media impact. In both categories green heaven florist is behind and needs improvement.

One solution is to hire someone for social marketing that will be taking care of the online website and being responsible to promote on social media. I will use the PMI tool to analyse the solutions. According to Virtual Library it is a tool to analyse and evaluate decisions and ideas “ It is used to encourage the examination of ideas, concepts and experiences from more than one perspective.”

Plus	Minus	Interesting
The owners will not worry about the webpage and social media +5	The owner will have to pay one extra salary -1	The owner to take a course for learning social marketing and developing itself +4
Clients will be more satisfied about the webpage +5	They need to find someone dedicated, professional and trust worth it -3	Trying different social platform to reach more people +2
New customers will be attracted to come to the shop +5	Depending on that person and can be risky if they leave -5	Brand image may be changed and sales impact may differ +6
More people will have the opportunity to buy from the shop even if they are not local +5		
Total +20	Total -9	Total +12

The other solution is that they can change their flower supplier and work with flower suppliers that are located in some of the countries which are selling the same flower for a lower price. I will use the PMI tool to analyse the solutions.

Plus	Minus	Interesting
The customer will benefit from the same quality and the owner will get it for a lower price +7	It would take some time until finding the right supplier -3	The variety of the flowers from other companies might be more exotic flowers +6
Buying from low income countries will benefit both parties. +7	The supplier must have hit the right standards, like quality, price and time -2	Bringing something new in the company +4
It will increase the variety of flowers, so there would be a large option for the clients to choose from +8	It can take longer to transport the products, since it's far away -5	
+22	-10	+10

In my opinion it is a better decision to change the supplier, because it is bringing something fresh in the company and can strongly affect the direction of the business. There will be new products that will attract customers and increase the profit by buying from the supplier for a cheaper price and selling it more expensive. According to Strategy Leaders launching a new product will attract more clients *"There are lots of reasons to launch a new product: sell more to current customers, attract new customers, sell something at a higher margin, increase current customer loyalty, and make it easier to sell another product or service"*

Risk Analysis

According to Investopedia a Risk Analysis will help to find the problems that might occur in the future *"Assessing the likelihood of an adverse event occurring that may negatively affect a business, investment or project."*

Risk: One of the main risks is that the new supplier can not reach the quality desired.

Impact: The priority of the business is to offer clients the best quality possible and if the flowers are in a bad shape, the customers will be dissatisfied and affect the number of sales.

Likelihood: Medium

Solution: A solution would be before signing contracts to specify the importance of the quality and to request samples to check the products.

Implement Plan:

"An action plan is a document that lists the action steps needed to achieve project goals and objectives." (Project manager)

1. Decision Statement

After evaluating cost pressures, supply reliability, and long-term sustainability, the decision is to implement a phased transition to a new flower supplier while retaining the current supplier as a contingency during the transition period. This approach minimizes operational risk and protects customer satisfaction.

2. Objectives

- Maintain or improve flower quality and freshness
- Reduce procurement costs without increasing waste

- Ensure uninterrupted supply, including peak demand periods
- Comply with ethical, legal, and sustainability standards

3. Action Steps

- Define quality, volume, and delivery requirements
- Establish measurable KPIs (quality, delivery, waste, cost)
- Identify and shortlist alternative suppliers

5. Risk Controls

- Phased transition to avoid supply disruption
- Contractual quality and delivery KPIs
- Backup supplier and safety stock during peak periods
- Clear exit and escalation procedures

6. Conclusion

This implementation plan effectively mitigates the complexity of the problem by aligning cost efficiency with operational reliability and customer satisfaction. The phased implementation approach allows for systematic risk management while promoting sustainable supplier development.

Effectiveness

According to Study smarter it is an important process to assess the outcome *“Effectiveness measurement involves evaluating the extent to which a set goal or objective is achieved, often using specific metrics and [key performance indicators \(KPIs\)](#) to quantify outcomes.”*

The effectiveness of changing the flower suppliers in the importance of flower quality and freshness would be assessed through delivery inspections, waste levels, and customer feedback to ensure standards are maintained or improved. Cost effectiveness would be evaluated by comparing overall procurement costs before and after the transition, ensuring savings are achieved without increased spoilage.

Supply reliability would be assessed by tracking delivery consistency and the supplier’s ability to meet demand during peak periods without disruption. Compliance with ethical, legal, and sustainability standards would be verified through supplier documentation and adherence to contractual requirements. If product quality is maintained, costs remain controlled, supply continuity is ensured, and customer satisfaction is sustained, the implementation can be considered effective.

References

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