



Module code: LCLM4004

Module: Problem Solving and Decision Making

Assignment Title: Component 1:Individual Presentation Green Haven Florists

Slide 1 – Title Slide

- **Presentation Title:** *Problem Analysis & Solution Strategy for Green Haven Florists*
- **Student Name & ID**
- **Module Code & Module Name**
- **Lecturer Name**
- **Date**

Slide 2 – Agenda / Roadmap

- Green Haven is an independent floral company specialising in sustainable materials.
- It is facing problems over the past years

Green Haven is an independent Flowers Company based in Norwich, England, which specialises in designing and creating custom flower arrangements using sustainable materials. Green Haven serves a diverse range of consumers, including individual customers. Over the past year, Green Haven Florists saw a 30% drop in in-store sales, and although they have experienced an increase in online orders, the increase has not compensated for their loss in foot traffic (Direct2floris, 2025). This study further provides a business overview, with the PESTLE analysis and its evaluation. Moreover, the cause and effects of the problem is analysed, and the recommendation is provided to remove them.



Slide 3 – Business Overview

- Green Haven is floral company in Norwich, UK
- It focuses on sustainable delivery reducing the carbon footprints

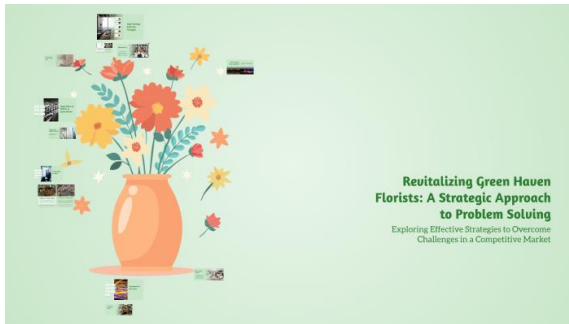
Green Haven Florists is an independent florist located in Norwich, United Kingdom. It was established in 2016 by Liam and Priya Patel, two partners, and, as such, built a quick reputation based on their tailored flower arrangements, natural packaging, and commitment to supporting the local community. Green Haven's clientele included everything from casual walk-in customers purchasing bouquet arrangements to large organisations ordering flowers for corporate functions and weddings (Juvekar, 2023). The business typically procures flowers locally and in-season, resulting in decreased carbon footprints from long-distance shipping.



Slide 4 – What is the Problem?

- The store faced 30% decline in a year
- The loyal customers now prefer large online flower company

In just a year, in-store sales have decreased by 30% at Green Haven Florists. In addition, while online sales have increased slightly compared to last year, total online sales do not make up for the lost in-person visits over the last 12 months. Due to the loss of many local competitors and massive growth in online flower sales, long-time loyal customers now prefer large online flower companies for their convenience, pricing, and availability of same-day delivery or huge sales on most weeks throughout the entire year. The price of fresh flowers has dramatically increased, and, specifically, imported varieties (like orchids and tulips) have become much more expensive than they were prior to COVID-19 due to numerous factors, including supply chain issues and inflation (Imarcgroup, 2025). Additionally, because the florist has dedicated itself to using environmentally friendly products for all its wrapping (biodegradable wrapping paper) and locally grown flowers, those prices also increased. Customer reviews have shown some positive responses; however, there are also negative reviews indicating that some people believe the website is outdated and not very user-friendly.



Slide 5 – Problem Statement

- Green Haven Florists is experiencing a 30% reduction in in-store sales due to changing consumer behaviour
- There is lack of sustainable strategies which brings the decline

As an independent flower retailer, Green Haven Florists has experienced a decline in its profitability for numerous reasons, including increased competition from online retailers, higher operational costs, and an inability to adjust to changing buying behaviours of consumers. The company has seen a significant decline in sales (for example, the case studies regarding the business show a 15% decrease in sales over the past 12 to 18 months), mostly due to the trend of customers moving away from traditional shopping methods to using more convenient online shopping channels.



Slide 6 – External Environment Analysis (PESTEL Framework Theory)

- The PESTLE analysis of the company is conducted to evaluate the different factors
- Green haven's faces political and environmental restriction in the business

To conduct a PESTEL analysis for the company "Green Haven," one must evaluate the Political, Economic, Social, Technological, Environmental, and Legal macro-environmental aspects that are outside the organisation's influence(Hinsley et al., 2025).

Political: Government restrictions on the environment are a Political Factor; where stricter restrictions on air and water pollution and Climate Change/CO2 emission results, Green Haven, which has an emphasis on environmental sustainability, will benefit from this as an opportunity.

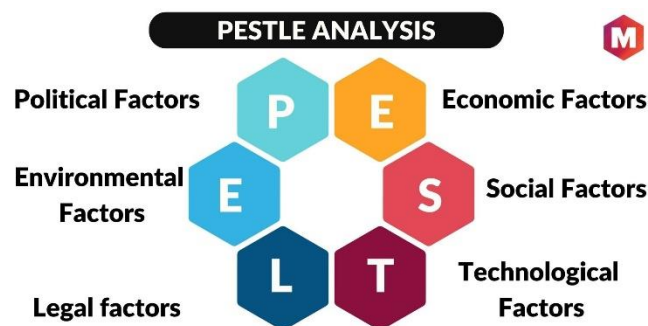
Economic: On a broader Economic Level, as the economy improves, incomes typically rise; thereby, people are more likely to buy environmentally sustainable or ethically produced items at a premium price.

Social: An older demographic may place greater emphasis on enjoying types of green services other than technology-based solutions, compared to their younger counterparts, who may prefer technology-based solutions such as e-commerce.

Technological: The way e-commerce and digital technology can be leveraged to sell goods and reach customers.

Environmental: Government regulations that require businesses to measure and report their emissions will create a need for companies to find ways to comply with the new regulations while still providing green business services and products.

Legal: Regulations that dictate minimum wage, hours of work, and equal opportunity laws. Specific legal requirements regarding Pollution, Waste Disposal and Resource Management are important for an organisation like "Green Haven" to navigate.



Slide 7 – PESTEL Evaluation

- Evaluation of the PESTLE analysis is presented in depth to analyse the causes
- The impact of the PESTLE factory is determined on the decline

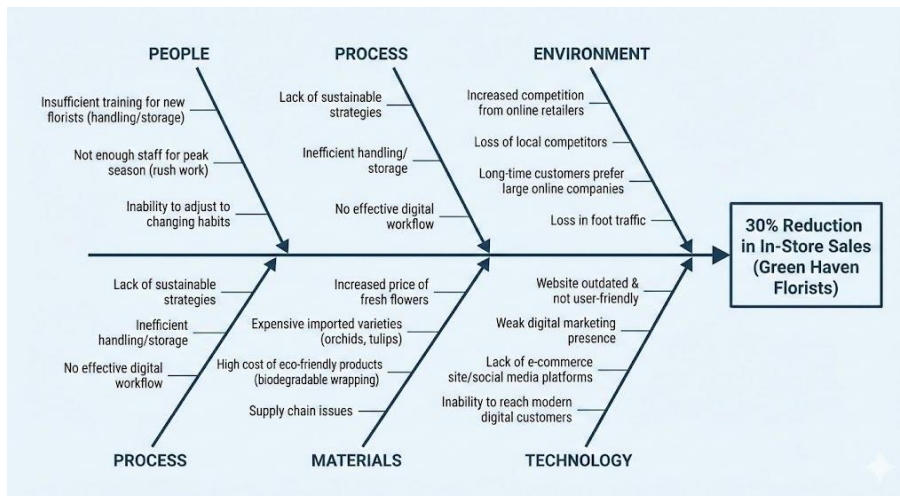
Factor	Impact Level	Evaluation
Political	Medium	Shifting regulations (e.g., trade policies, labor rules, compliance standards) may affect operating costs or supply chain stability, but impact depends on geographic footprint.
Economic	High	Inflation, interest rates, and currency fluctuations directly influence production costs, purchasing power, and profit margins. Economic downturns may reduce consumer spending, intensifying competitive pressure.
Social	Medium	Changing consumer preferences, sustainability expectations, and demographic trends shape product demand. Social

		perception and brand reputation increasingly influence customer loyalty.
Technological	High	Rapid digital innovation (automation, AI, ecommerce platforms) can create competitive advantages. Failure to adopt new technologies may lower efficiency and constrain market reach.
Environmental	High	Rising emphasis on eco-standards, carbon emissions, waste reduction, and resource use increases compliance requirements. Environmental issues affect brand trust and may demand costly operational adjustments.
Legal	Medium	Regulations regarding data privacy, consumer protection, labor laws, and industry standards require ongoing compliance. Legal changes pose financial risk if not proactively managed.

Slide 8 – Cause & Effect Analysis

- The Fish Bone diagram defines the problems and effects of it
- According to the parts of a fish it describes the different causes of problems

The Fishbone Diagram (also called a Cause and Effect or Ishikawa) helps Green Haven Floral Store determine what caused a specific problem. The Fishbone Diagram uses different categories, such as People, Process and Materials, to group potential root causes of a problem. The Fishbone Diagram is like the skeleton of a fish (Tulip, 2025). It will also assist the team with brainstorming the problem in a structured way to discover root causes hidden from sight. It describes the problems like, slack of sustainable strategies, inefficient handling storage and many other that affects the workprocess. It further analyses the environmental causes that are increased competition from online retailers, loss of local competitors and other causes. Moreover, these issues cause 30% reduction in store sales in Green havens. Insufficient training for new florists on how to handle/store flowers. Also, not enough staff to accommodate peak season results in rush work.



Slide 9 – Root Cause Summary

- The root cause of the decline is lack of digital strategy that loses the modern audiences
- If there is no improvement to remove these causes, there will be more loss in future

Without a strong digital presence, including an e-commerce site, social media platforms, and digital marketing methods, Green Haven cannot effectively reach modern customers who prefer to buy products via digital channels. Sustainability costs more, but prices remain the same (Floristsreview, 2025). The emphasis on sustainability is one of the major consumer trends today, but maintaining operating costs has resulted in smaller profit margins, as Green Haven has not raised their prices or effectively communicated the value proposition of their business to customers.



Slide 10 – Key Findings Slide

- Core root problems identified are, weak digital marketing presence, rising flower import & operational cost
- The strong competitive pressure with better pricing & delivery is another root cause

Due to its poor marketing presence online, Green Haven does not have a strong internet presence, which makes it difficult to reach potential customers. Higher costs associated with imports and running a business faced by suppliers (including tariffs, fuel and shipment through air), the cost of doing business for Green Haven continues to squeeze the profits from the flower business. There is a lot of competition within the market where competitors, which include local flower shops, are able to offer Green Haven lower prices and much quicker delivery than Green Haven.



Slide 11 – Solutions (Value-Added Recommendation Slide)

- The SWOT analysis is conducted to analyse the strength weakness opportunity and threat for the problems
- This analysis provide effective recommendation to improve with the SMART goals

For Green Haven Floral Store, a SWOT analysis identifies internal Strengths (e.g., great staff, location) & Weaknesses (e.g., meeting deadlines) against external Opportunities (e.g., online trends, local events) & Threats (e.g., competition, economy); this is used to form a strategy focusing on strengths to seize opportunities (like expanding online presence to meet demand) and mitigate weaknesses/threats (like streamlining operations for timely deliveries) (Bdc, 2025). setting SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound), such as "Increase online sales by 20% in 6 months" to boost revenue and market position.



Slide 12 – Conclusion

- The study analyses the cause and effects of decline
- PESTLE, SWOT and SMART goals are used to elaborate the effects with its causes

In conclusion, the study provides an overview of the company Green Haven florist and states the background in brief. The study analyses the causes and effects of the decline and elaborates on it with other factors like consumer preferences and market decline. Moreover, it uses the PESTLE and SWOT analysis to evaluate and summarise the effects and their causes. The SMART goals are also used to provide recommendations to eliminate the problem.



Slide 13 – Reference List

Bdc (2025). *SWOT analysis: An easy tool for strategic planning* (no date) *BDC.ca*. Available at: [https://www.bdc.ca/en/articles-tools/business-strategy-planning/define-strategy/swot-analysis-easy-tool-strategic-](https://www.bdc.ca/en/articles-tools/business-strategy-planning/define-strategy/swot-analysis-easy-tool-strategic-planning#:~:text=SWOT%20is%20an%20acronym%20for,and%20threats%20are%20external%20factors)

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COMPONENT 1:INDIVIDUAL PRESENTATION GREEN HAVEN FLORISTS

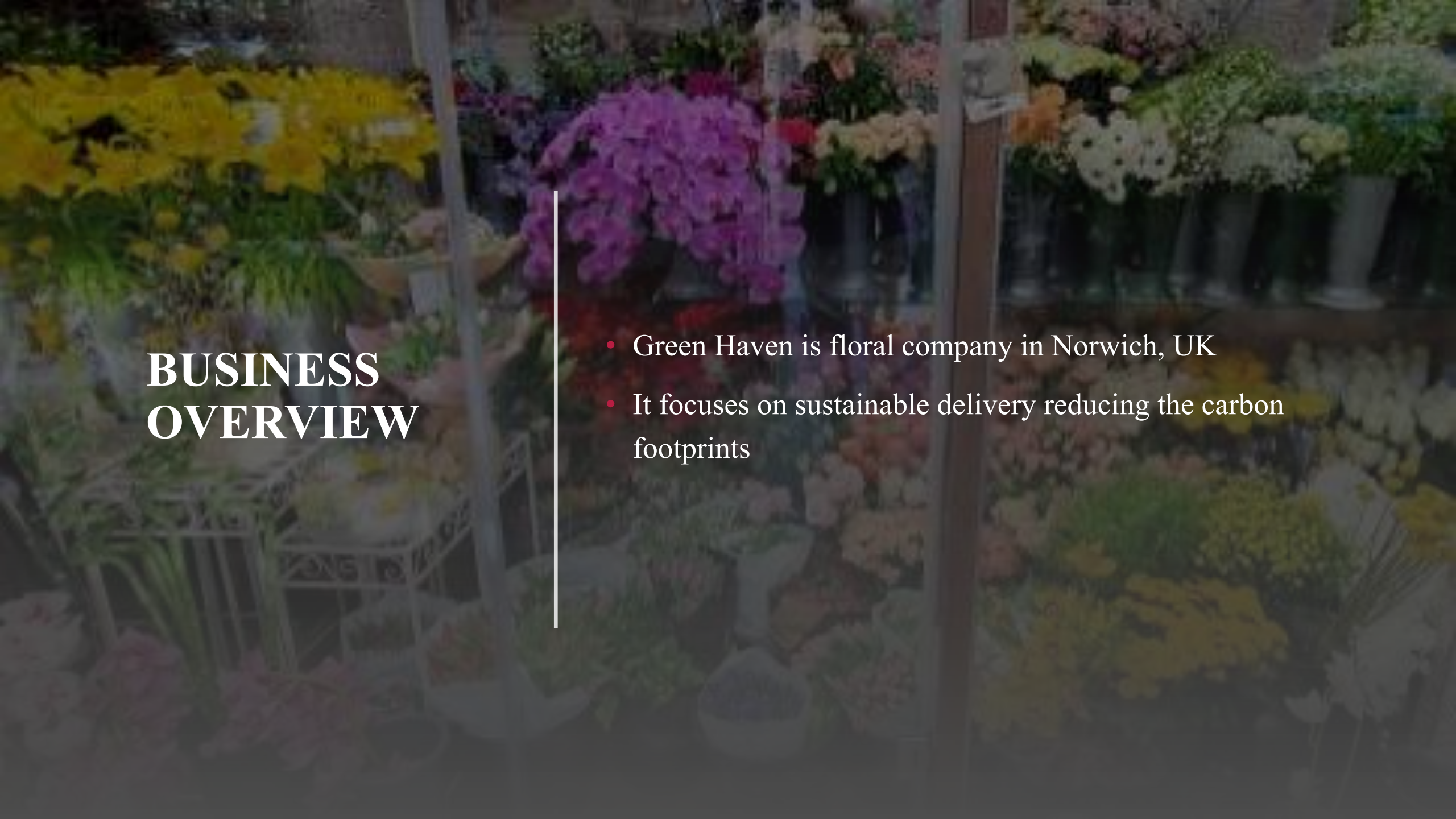
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MODULE: PROBLEM SOLVING AND DECISION MAKING



AGENDA / ROADMAP

- Green Haven is an independent floral company specialising in sustainable materials.
- It is facing problems over the past years



BUSINESS OVERVIEW

- Green Haven is floral company in Norwich, UK
- It focuses on sustainable delivery reducing the carbon footprints

WHAT IS THE PROBLEM?

- The store faced 30% decline in a year
- The loyal customers now prefer large online flower company

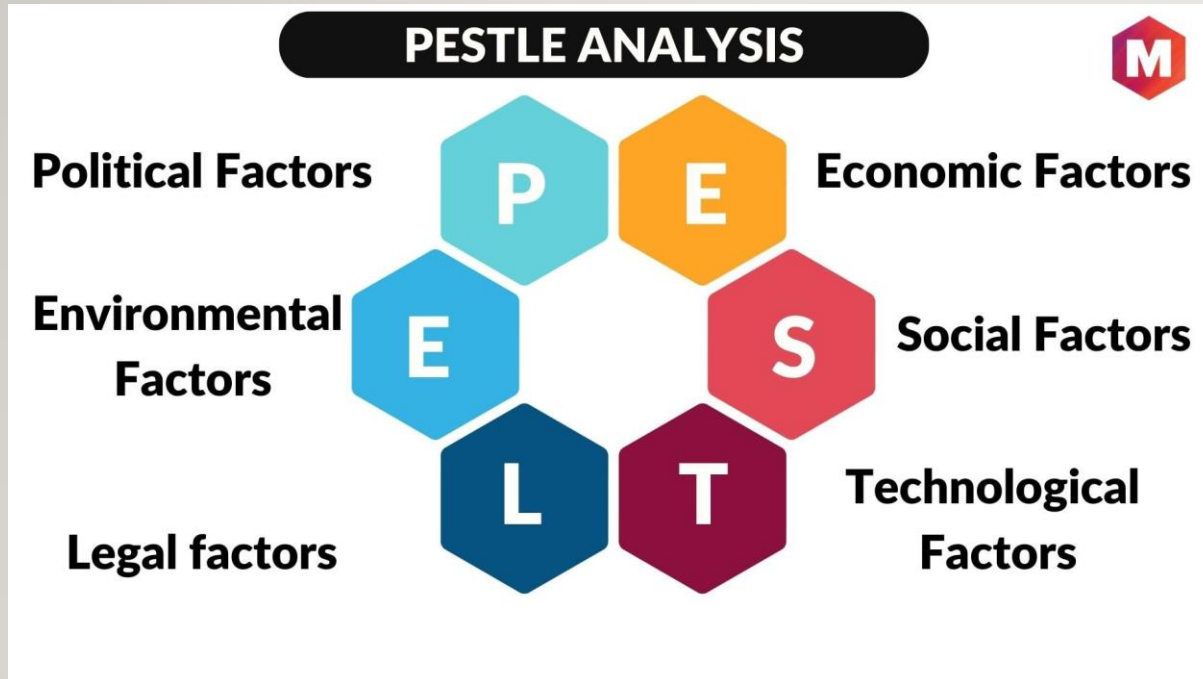


PROBLEM STATEMENT

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EXTERNAL ENVIRONMENT ANALYSIS (PESTEL FRAMEWORK THEORY)



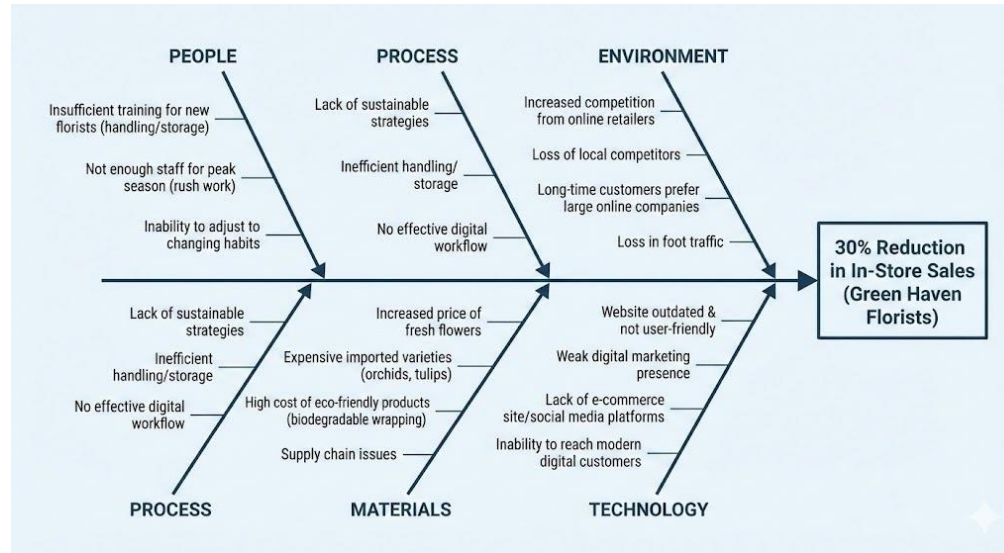
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PESTEL EVALUATION

- Evaluation of the PESTLE analysis is presented in depth to analyse the causes
- The impact of the PESTLE factory is determined on the decline

CAUSE & EFFECT ANALYSIS



- The Fish Bone diagram defines the problems and effects of it
- According to the parts of a fish it describes the different causes of problems

ROOT CAUSE SUMMARY

- The root cause of the decline is lack of digital strategy that loses the modern audiences
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KEY FINDINGS SLIDE

- Core root problems identified are, weak digital marketing presence, rising flower import & operational cost
- The strong competitive pressure with better pricing & delivery is another root cause

SOLUTIONS (VALUE-ADDED RECOMMENDATION SLIDE)

- The SWOT analysis is conducted to analyse the strength weakness opportunity and threat for the problems
- This analysis provide effective recommendation to improve with the SMART goals



SLIDE 12 – CONCLUSION



The study analyses the cause and effects of decline



PESTLE, SWOT and SMART goals are used to elaborate the effects with its causes

REFERENCE LIST

- Bdc (2025). *SWOT analysis: An easy tool for strategic planning* (no date) *BDC.ca*. Available at: <https://www.bdc.ca/en/articles-tools/business-strategy-planning/define-strategy/swot-analysis-easy-tool-strategic-planning#:~:text=SWOT%20is%20an%20acronym%20for,and%20threats%20are%20external%20factors> (Accessed: 06 December 2025).
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