

Green Haven Florists

Problem Solving and Decision-Making Presentation

Student Name: Anna Sulkowska

Student ID: 2509445

Lecturer's Name: Babar Syed

Module Code: LCLM4004

Module Name: Problem Solving and Decision-Making

Component 1: Green Haven Florists

Presentation Overview

- Introduction to Green Haven Florists
- Nature and scope of the problem
- Application of the 5W2H model
- Critique and application of the PESTEL framework
- Cause-and-Effect analysis
- Key findings summary

Overview of Green Haven Florists

- Small independent flower shop in Norwich, UK
- Founded in 2016 by Liam and Priya Patel
- Specialises in bespoke floral arrangements
- Focus on eco-friendly and sustainable products
- Serves walk-in, corporate and wedding customers
- Recently experienced decline in revenue and footfall

Main Problem:

- 30% decline in in-store sales

Internal Issues:

- Outdated website
- Limited digital marketing
- Lack of subscription/delivery options

External Issues:

- Strong online competition
- Rising operational costs
- Reduced high street footfall

(Kotler & Keller, 2016)

Application of the 5W2H Model

Question	Application to Green Haven	
What?	Decline in in-store sales	
Why?	Increased online competition, reduced footfall and shift to online shopping	
Who?	Business owners, staff, customers	
Where?	Physical store in Norwich	
When?	Over the last 12 months	
How?	Reduced store visits and weak online marketing strategy	
How Much?	30% sales decline	

Adapted from: Mind Tools (2023)

Critique of the PESTEL Framework

PESTEL is a framework that helps organisations analyse the external business environment.

- It examines Political, Economic, Social, Technological, Environmental and Legal factors.

It supports managers in identifying external threats and opportunities.

- Benefits:

- Provides structured external analysis
- Encourages strategic awareness

- Limitations:

- Can be too broad and general
- Some factors overlap (e.g. legal & environmental)
- Does not prioritise issues

(Johnson, Scholes & Whittington, 2017; Yüksel, 2012)

Application of PESTEL to Green Haven Florists

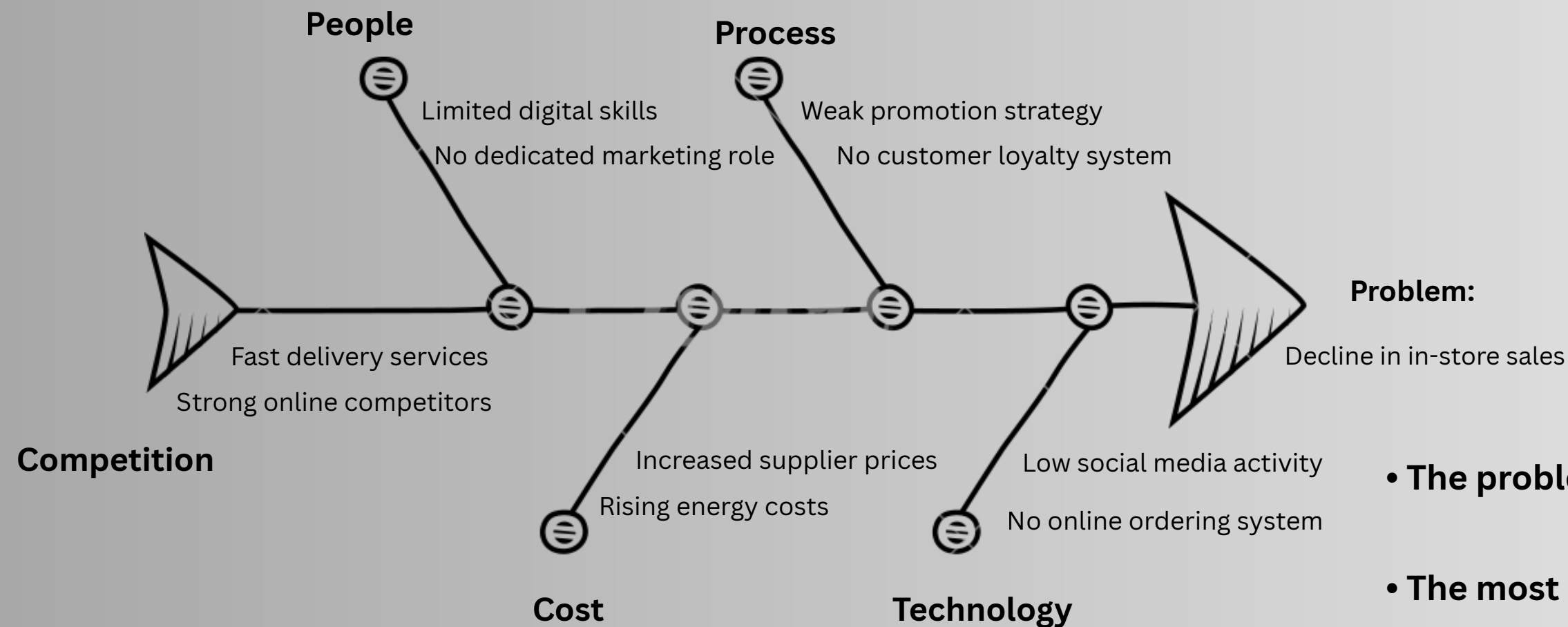
- Political: Local business regulations and tax policies affect operating costs.
- Economic: Inflation and rising energy costs increase expenses.
- Social: Customers prefer online shopping over visiting physical stores
- Technological: Competitors use digital marketing and online ordering systems.
- Environmental: Customers expect sustainable and eco-friendly products.
- Legal: Employment and consumer protection laws must be followed.

Critique of the Cause-and-Effect Model

- The Cause-and-Effect model identifies root causes of a problem.
- It is used in problem-solving and quality management.
- Benefits:
 - Encourages structured thinking
 - Helps identify multiple possible causes
- Limitations:
 - Depends on team knowledge
 - Does not prove which cause is most important

(Ishikawa, 1985)

Application of Cause-and-Effect to Green Haven Florists



Key Insights:

- The problem is driven by a combination of internal weaknesses and external pressures.
- The most significant internal issue is limited digital capability and weak marketing strategy
- Strong online competitors intensify the decline in physical store sales.
- Improvements in technology and promotion could reduce the negative impact.

Key Findings

- The sales decline is caused by a combination of internal weaknesses and external market pressures.
- The most critical internal issue is weak digital presence and lack of online marketing capability.
- Strong online competitors and changing customer behaviour are increasing pressure on physical stores.
- Investment in digital tools, promotion strategy and customer engagement could help reverse the decline.

References

(Harvard style):

Ishikawa, K. (1986) Guide to Quality Control. Tokyo: Asian Productivity Organization.

Mind Tools (2023) 5W2H: Asking the Right Questions. Available at: <https://www.mindtools.com> (Accessed: 15 February 2026).

Johnson, G., Scholes, K. and Whittington, R. (2017) Exploring Strategy. 11th edn. Harlow: Pearson.

Kotler, P. and Keller, K.L. (2016) Marketing Management. 15th edn. Harlow: Pearson.

Porter, M.E. (2008) ‘The Five Competitive Forces That Shape Strategy’, Harvard Business Review, 86(1), pp. 78–93.