



UNIVERSITY OF WALES
Trinity Saint David
London

Decline Sales at Green Haven Florist

Lyda Silvia Contreras Ramirez

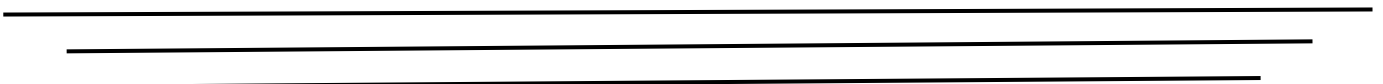
2439999

PROBLEM SOLVING AND DECISION MAKING

LCLM4004

Lectures Name

TOYIN ADISA



INDICE

1. INTRODUCTION	2
2. BRIEF EXPLANATION OF THE SPECIFIC BUSINESS PROBLEM	3
3. SUGGESTED TWO ALTERNATIVE SOLUTIONS USED PMI/ GRID ANALYSIS.....	4
4. APPROPRIATE SOLUTION (Benefit of using this solution)	6
5. RISK ANALYSIS OF THE SELECT SOLUTION.....	7
6. IMPLEMENTATION PLAN THE SELECTED SOLUTION	8
7. CONCLUSION.....	9
8. REFERENCE LIST	10

INTRODUCTION

Problem-Solving involves analysing challenges and applying logical, critical, and creative thinking to develop effective solutions across contexts. It also requires identifying root causes, prioritising issues, evaluating risks, and applying structured methods like root cause analysis or the PDCA cycle for continuous improvement. (Brown W 2025).

Decision making is simply the process of making a choice. But decision making often isn't easy and can be particularly complex in an organizational context. (McKinsey & Company,2025).

The problem of Green Haven Florists, it's a 30% decline in in-store sales, this is primarily caused by a drop in foot traffic following, the closure of nearby businesses also the Marketing Digital, the business is failing to capture the online market because its website is outdated and difficult to navigate.

My study will focus on Solving the problem of Green Haven Florists, which has, I am going to present two alternative, which I will use Risk Analysis / PMI implementation plan and measure all of that to find and seek a solution to the company's problems and make it more efficient.

Green Haven Florist is a small independent flower shop founded in 2016 in Norwich, UK, Liam and Priya Patel is the owner in that shop, unique flower arrangement, eco-friendly packaging, strong community.

The goal is to find a solution to the problem.

BRIEF EXPLANATION OF THE SPECIFIC BUSINESS PROBLEM

Over the last 12 months, the business has faced a significant profitability crisis due to several factors

Revenue Decline: The shop has experienced a 30% decline in in-store sales.

This is primarily caused by a drop in foot traffic following the closure of nearby businesses and a general market shift toward online shopping.

Intense Competition: Green Haven is challenged by large online flower delivery service.

Digital Weakness: The business is failing to capture the online market because its website is outdated and difficult to navigate. The owner has also struggled to keep up with digital marketing trends.

Rising Costs: Operational costs have surged due to inflation and supply chain issues, affecting the price of imported flowers (orchids and tulips). Furthermore, upholding their commitment to sustainable materials (biodegradable wrapping, locally sourced blooms) has become more expensive.

Liam and Priya are now faced with the challenge of adapting their traditional business model to ensure its survival and long-term sustainability in a rapidly changing, digitally-focused retail environment.

The company needs to implement more digital marketing, such as Instagram, Facebook, TikTok, WhatsApp, to improve sales also the store's location is poor, as many other stores are closed; they should move to a location with more foot traffic.

SUGGESTED TWO ALTERNATIVE SOLUTIONS USED PMI/ GRID ANALYSIS

Plus/Minus/Interesting (PMI) is an Edward de Bono lateral and creative thinking strategy that prompts students to consider multiple approaches to a topic or issue. This method introduces students to critical thinking by requiring them to consider multiple perspectives on an issue

This solution involves a comprehensive overhaul of the digital platform and leveraging Green Haven ethical and community values to justify higher prices and attract a dedicated customer base.

This solution focuses on improving the online infrastructure and brand differentiation to compete with large retailers, using social media (Instagram, Facebook, TikTok) to showcase their bespoke arrangements and sustainable ethos with high quality photos and videos

SOLUTION A

THE MARKETING DIGITAL GREEN HAVEN / PMI ANALYSIS

PLUS	MINUS	INTERESTING
<i>Real time feedback</i> (+5)	<i>High competition</i> (-5)	<i>Fast -changing environment</i> (+5)
<i>Connecting with many people</i> (+4)	<i>Time Consuming</i> (-3)	<i>Virality potential</i> (-3)
<i>Better position with the customer</i> (+5)	<i>Negative feedback is public</i> (-6)	<i>Data-driven insights</i> (+5)

PLUS = 14

INTERESTING= 7

MINUS= 2

TOTAL = 19

SOLUTION B

This solution focuses on cost reduction, stabilizing the supply chain, and aggressively pursuing high volume corporate and event contracts to diversify revenue away from volatile retail sales.

SUPPLY CHAIN GREEN HAVEN / PMI ANALYSIS

PLUS	MINUS	INTERESTING
Negotiating supplier +3	Cost -3	Offer lower price +4
Supply approach +4	Bespoke Customer -2	Friendly boutique florist +3
Delivery +3	Lack of online -1	Percentage of current revenue +1

PLUS = 10

MINUS = 0

INTERESTING = 8

TOTAL = 18

APPROPRIATE SOLUTION (Benefit of using this solution)

Solution A

The most appropriate strategic solution for Green Haven Florists is the Digital Transformation and Brand Experience Focus in solution A. While this option carries a higher initial financial risk (as noted in the PMI evaluation), it is the only path that offers a sustainable competitive advantage and long – viability in a rapidly evolving retail landscape.

brand unique selling points

RISK ANALYSIS OF THE SELECT SOLUTION

Definition

Risk analysis and **risk management** is a process that allows individual risk events and overall risk to be understood and managed proactively, **optimising success** by **minimising threats** and **maximising opportunities** and outcomes

Digital Transformation, strategy requires significant investment ang management focus solution A basic risk analysis evaluates potential threats and outlines mitigation strategies to protect Green Haven Florists during this crucial transition,

Liam and Priya must manage this risk proactively

RISK CATEGORY	RISK DESCSCRIPTION	IMPACT HIGH/MEDIUM/LOW	MITIGATION STRATEGY
Budget Overrun	The cost of hiring developers, designers, and digital marketers exceeds the allocated budget placing an unsustainable strain on cash flow.	High	Secure phased contracts with vendors, tying payments to key milestones (e.g., successful platform testing) Explore local government funding specifically for digital transformation to reduce reliance on operational capital.

IMPLEMENTATION PLAN THE SELECTED SOLUTION

The implementation of the select solution requires a structured, four-phased approach, spanning approximately nine months, to ensure resources are managed effectively and the transition minimizes disruption to current operations.

PLANNING AND PROCUREMENT MONTHS 1- 2

Action	Description	Time Frame	Staff Responsible
Requirement scope &	Finalise specifications for the new e-commerce site subscription module, mobile responsiveness	Month 1	owner
Financial Allocation	Secure funding (loans/grants) and define the total project budget, separating development cost from initial marketing spend	Month 3- 5	owner
Vendor Selection	Select a reputable web development agency and a digital marketing	Month 5-7	owner

The plan follows 3 steps over seven months.

CONCLUSION

Green Haven Florist is at a critical juncture, the business faces an existential threat driven by a convergence of environmental factors including declining foot traffic and intense digital competition.

The decision to prioritize a digital transformation strategy is based on the urgent need to address the root causes of the profitability crisis: the shift in consumer behaviour and the intense online competition.

REFERENCE LIST

Brown W (2025). *What is Problem Solving? A Comprehensive Guide*. Available at: <https://www.theknowledgeacademy.com/blog/what-is-problem-solving/>.

Accessed at: 13th December 2025.

Bono E (2025). *Plus Minus Interesting*. Available at: <https://www.newcastle.edu.au/current-staff/teaching-and-research/teaching>.

Accessed at: 13th December.

McKinsey & Company (2025) *What is decision making?* Available At: <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-decision-making>.

Accessed at: 13th December.

APM Body of knowledge (2025). *What is Risk Management?* Available At: <https://www.apm.org.uk/resources/what-is-project-management/what-is-risk-management/>

John Scholes and Willington (2025). *What is Implementation Plan?* Available At: [plan+implementation+johnson+scholes+and+willington](#)