MODULE NAME : Problem Solving and Decision Making

MODULE CODE : LCLM4004

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Assignment 1 : Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

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Introduction

We will talk about the company “Green Haven Florists” and the problem of decreasing profits and how we could solve this problem relying on Fish Bones and PESTLE.

Company background

Green Haven Florists

- **Founded in....** Founded in 2016 by partners Liam and Priya Patel
- **Owners:** Liam and Priya Patel
- **Sells...** In the last 12 months, Green Haven Florists has seen a 30% decline in in-store sales
- strong community ties
- supply chain disruptions
- feedback has revealed mixed sentiments

Problem: nature and scope

Who: Liam and Priya Patel

What: experienced a significant downturn in revenue and foot traffic

Where: The shop's location—once a bustling high street

Why: has seen reduced activity due to the closure of nearby businesses and a general shift toward online shopping

When: In the last 12 months, Green Haven Florists has seen a 30% decline in in-store sales.

How much? Green Haven Florists has seen a 30% decline in in-store sales.

How? Liam and Priya must now assess the root causes of their declining performance, understand the broader market dynamics—including consumer behaveiour, digital trends, and competitive threats—and make strategic decisions to reposition their business for long-term sustainability.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

Several nearby stores were closed due to government measures.

The store is required by low to use biodegradable materials.

ECONOMIC

Additionally, the shop's commitment to sustainable materials—such as biodegradable wrapping and locally sourced blooms—has become more expensive to uphold.

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SOCIAL

People have stopped going to flower shops, preferring online delivery.

Customer feedback has revealed mixed sentiments.

PESTLE ANALYSIS: Green Haven Florists

- **TECHNOLOGICAL**
  Rising operating costs and increased competition from online flower delivery service.

  Shop's website is outdated and difficult to navigate

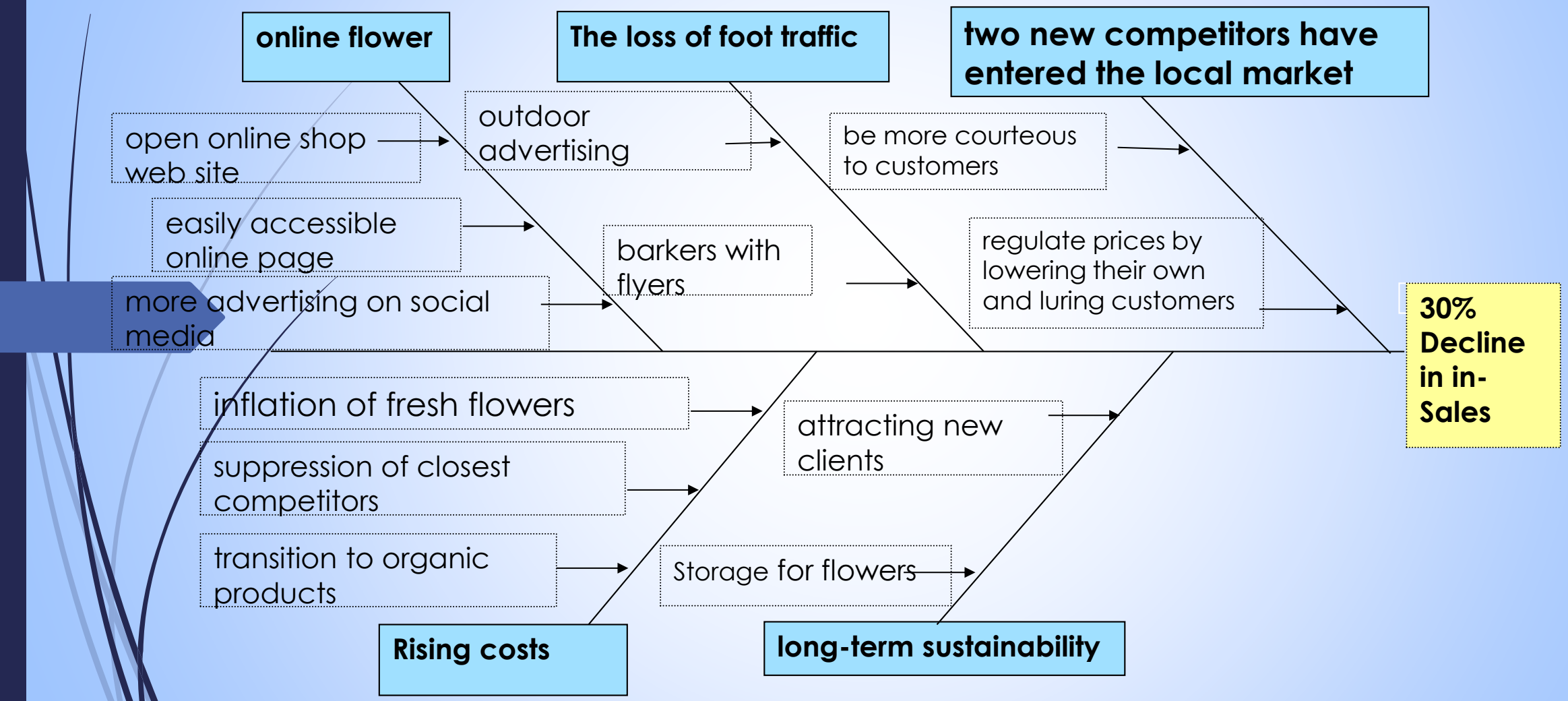
- **LEGAL**

  Commitment to sustainable materials—such as biodegradable wrapping and locally sourced blooms.

- **ENVIRONMENTAL**

  To comply with all standards and despite rising product prices, Liam and Pria must use only biodegradable products to avoid harming the environment.

Cause and effect analysis: Fishbone diagram



Conclusion

To sum it up, this text clearly describes a business that requires careful management and attention to customer preferences and customer flow to avoid failure. Using PSTLE and Fish Bone Diagram, we identified problems and ways to solve them for further resolution and increase profits or at least avoid problems in the future.

References

Calculator Ultra (2025) ***Find More Calculator*** **Available at:** Drop in Sales Calculator & Formula Online Calculator Ultra **(Accessed: 6 October 2025).**

PESTLE analysis: what it is and how to use it:

https://uk.indeed.com/hire/c/info/pestle-analysis-people-strategy-workforce-planning?gad_source=1&gclid=Cj0KCQjw9obIBhCAARIsAGHm1mS6k58t9UjqHgn-Pq3dfYI_LJsXHqd2WPBa9Ejea7QONCdNq9cqMksaAuW3EALw_wcB&gad_campaignid=12559510727&hl=en&gbraid=0AAAAADfpQqsS2QWJKUvHvGZZ_rJMXryZp&aceid=&gclsrc=aw.ds (Accessed : 29 October 2025)

5W2H Problem-Solving Method: https://www.msicertified.com/blog/5w2h-training/ **(Accessed 29 October 2025)**

FISHBONE DIAGRAM :

HTTPS://ASQ.ORG/QUALITY-RESOURCES/FISHBONE?SRSLTID=AFMBOORFCB9G29LUPWVNREAOQNI9YATH45HCXKB5WPX8F3J5BTG3IBRM **(Accessed: 29 October 2025)**

Questions