

Name: MICHAEL OLATOMIWA SONOLA SONOLA

Student Number: 2423602

Module Code: LCLM4004

Lecturer: Anita Nan

Assessment Title: Component 2 Individual Report

Introduction

Green Haven Florists is a small independent flower shop founded in 2016 by partners Liam and Priya. Inspired to support local communities and connect with environmentally conscious consumers, the business has gained a reputation for providing bespoke flower arrangements that thrive on sustainability and creativity. Indeed, once a thriving business, they now face the challenge of adapting their business model to the rapidly changing environment. The aim of this report is to provide a scope of the challenges that have put pressure on Liam and Priya's enterprise while carefully evaluating alternative solutions using a PMI analysis.

Background and Scope

Over the last 12 months, Green Haven has seen a 30% decrease in in-store sales. Although the closure of many local businesses has led to their downturn in foot traffic, some sources suggest a rise in flower production costs. As the market continues to be dominated by imports, local flower producers face serious difficulties in getting their produce sold to florists (Laville, 2024). "At the moment, they are not

enough ways to get the flowers into the florists to reach the customer” says Roisin Taylor in a recent article published by *The Guardian*. Clearly, this explains the productivity gap between farmers and florists in the UK.

In addition to this, the rise of online shopping and various flower delivery services are forcing the business to innovate their approach. Customer feedback reveals that the business struggles with keeping up with online demand and some even noted their website being autodedated. Today, clients want effortless ordering and a personalised experience that extends beyond selling beautiful blooms (Bell,2022). Indeed, luxury is more than pure aesthetics — it is about seamless experiences.

Considering the challenges above, Liam and Priya are at the crossroads of revitalising the business. In the next section we shall explore some of the alternatives while examining their implications.

Evaluating Alternative Solutions Using A PMI Analysis

PMI (Positives, Negatives and Implications) is a critical thinking tool used to promote the examination of ideas, concepts, and experiences from various perspectives (Virtual Library, 2025). Whether the natural reaction to an idea is to approve it or disprove, using a PMI analysis gives professionals the means to avoid biased decisions and explore the situation with a more open mind (DeBono,2025).

Therefore, it is imperative that we remain conscious to both sides of the matter before coming to a final conclusion. To ensure Liam and Priya are able to reposition their business for long-term sustainability, the following two alternatives will be considered.

Firstly, arrangements can be made for the business to relocate to an area with a strong environmental community. This will likely help support local festivals, gatherings, and activations while maintaining a personalised experience with

customers. However, due to the challenges addressed above, this alternative will likely require governmental funding to support logistics and initial rental costs.

Secondly, measures can also be taken to innovate marketing approaches and rebuild online reputation. This could lead to a surge in traffic while specialising in creating content for the health-conscious consumer. While this alternative requires less capital and be executed on a rather small budget, it nevertheless provides high financial risk in terms of return-of-investment.

Reference List

Bell, S. (2022) 'Chic Flower Designs London', *Webkandy*, 12 January. Available at: <https://www.webkandy.co.uk/case-study-chic-flower-designs/> (Accessed: 18 December 2025).

Costello, C. (no date) *PMI Plus, Minus, Interesting Strategy*. Available at: <https://www.virtuallibrary.info/pmi-plus-minus-interesting-strategy.html> (Accessed: 18 December 2025).

de Bono, E. (no date) 1. *PMI lesson plan*. Available at: <https://www.debono.com/de-bono-thinking-lessons-1/1.-pmi-lesson-plan> (Accessed: 18 December 2025).

Smithers, R. (2024) 'Budding market: hopes of a revival in UK cut-flower production', *The Guardian*, 20 September. Available at: <https://www.theguardian.com/environment/2024/sep/20/budding-market-hopes-of-a-revival-in-uk-cut-flower-production> (Accessed: 18 December 2025).