

Green Haven Florists – Business Analysis

Student Name: Olena Ustuianova

Student Number: 2515321

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Lecturer: Toyin Adisa

University: UWTSD



Introduction & Presentation Structure

Green Haven Florists is a small independent flower shop located in Norwich, UK.

The business was founded in 2016 by Liam and Priya Patel and became popular for its eco-friendly packaging and personalised floral arrangements.

However, in the past year the company has experienced a significant decline in in-store sales due to increasing competition, rising costs and changes in customer behaviour.

Structure of this presentation

This presentation will cover:

- **Key issues affecting the business**
- **5W2H analysis**
- **PESTEL analysis**
- **Fishbone diagram**
- **Key findings and conclusions**



Key Issues Affecting In-Store Sales

Green Haven Florists has experienced a 30% decline in in-store sales in the last 12 months.

The main issues include:

- **Increased competition from online flower delivery companies**
- **Reduced foot traffic due to nearby business closures**
- **Rising costs of fresh flowers and sustainable materials**
- **An outdated website that is difficult to navigate**
- **Limited digital marketing activity**
- **Customers preferring convenient online ordering**

These issues are impacting the shop's ability to remain profitable.



5W2H Analysis

What -----> Decline in in-store sales and profitability.

Why -----> Competition from online retailers, increased costs and changing customer behaviour.

Where -----> Green Haven Florists store in Norwich, UK.

When -----> Over the past 12 months.

Who -----> Business owners Liam and Priya Patel, customers and competitors.

How -----> Customers are shifting towards online purchasing and delivery services.

How much -----> Approximately 30% decrease in physical store sales.



PESTEL Analysis

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Political

- UK trade policies affecting flower imports.

Economic

- Inflation increasing flower prices.
- Higher operational costs.

Social

- Customers prefer online shopping and convenience.

Technological

- Competitors use strong online platforms and social media marketing.

Environmental

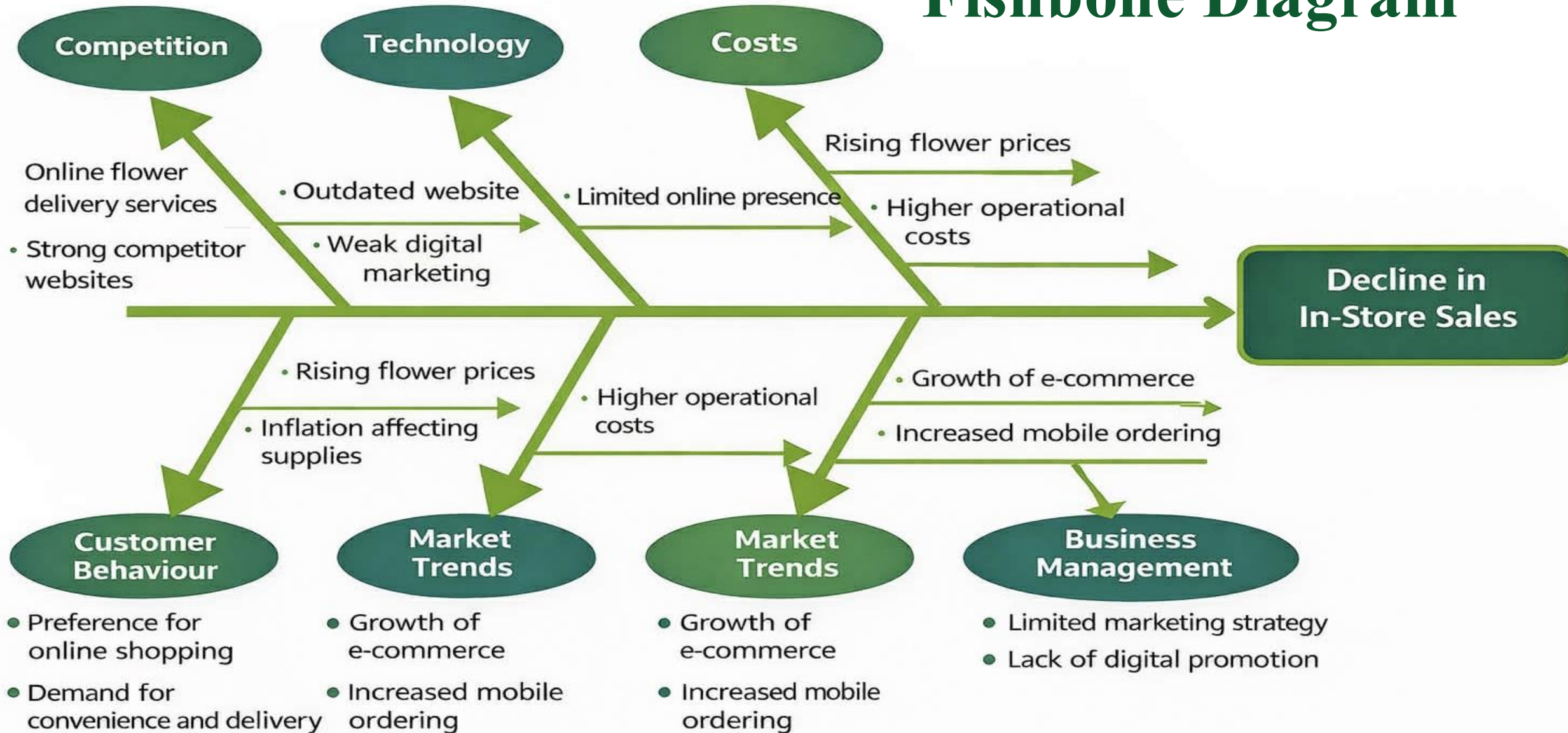
- Demand for eco-friendly packaging and sustainable products.

Legal

- Regulations related to business operations and product sourcing.



Fishbone Diagram



Key Findings

From the analysis, several key problems were identified:

- **Strong competition from online flower delivery services**
- **Reduced customer visits to the physical store**
- **Weak digital marketing strategy**
- **Outdated website affecting online orders**
- **Increasing operational costs**

These factors combined are contributing to the decline in sales.



Conclusion

In conclusion, Green Haven Florists is facing challenges caused by market competition, economic pressures and changes in consumer behaviour.

To improve performance, the business should:

- **Improve its online presence**
- **Update its website**
- **Invest in social media marketing**
- **Offer flexible delivery and subscription services**

These actions could help the company remain competitive in the modern retail environment.



References

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