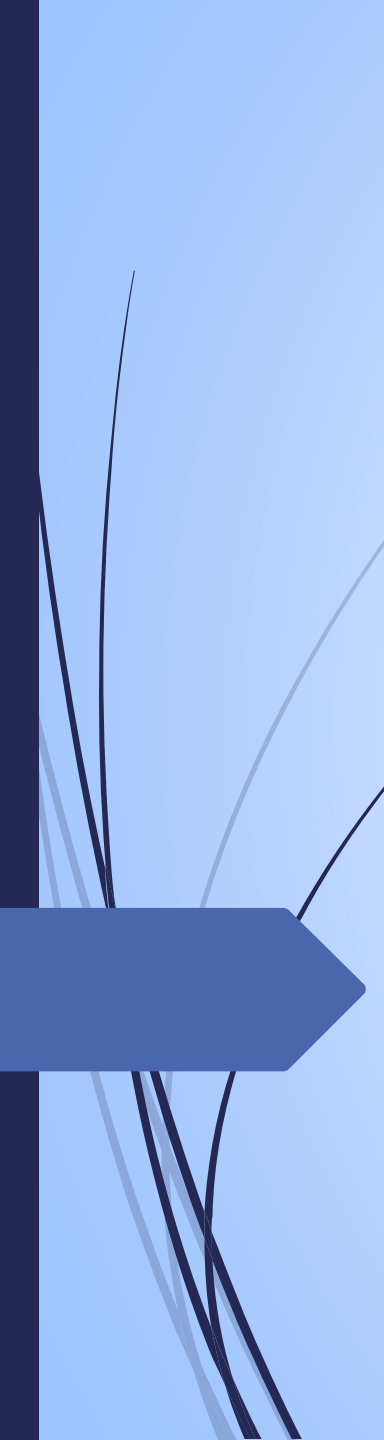




**MODULE NAME: PROBLEM SOLVE AND MAKE
DECISION**

MODULE CODE: LCLM4004_LON

STUDENT NAME: JORDANA N M OLIVEIRA

STUDENT ID: 2510588

LECTURER: NERYS DOSSEH

Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

References

Introduction

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

The company is known for its **bespoke floral arrangements, eco-friendly packing, and strong community relationships**.

However, during the last year the business has experienced a **significant decline in revenue and foot traffic** due to increase **online competition, rising operational costs, and changing consumer shopping behaviour**.

(Green Haven Florists ,2024)

Company background

Green Haven Florists

- **Founded in 2016**
- **Owners: LIAM AND PRIYA PATEL**
- **Sells bespoke floral arrangements, bouquets, wedding floral services and corporate flower arrangements.**
- **Customers walk in clients, corporates clients, wedding customers.**
- **Business Values: Eco-friendly packing, locally sourced flowers, strong community engagement.**

(Green Haven Florists, 20240)

Problem: nature and scope

5W2H

Who: Green Haven Florists, owned by **Liam and Priya Patel**.

What: A **30% declined in in-store** sales during the last 12 months.

Where: The business operates on the high street in **Norwich, UK**.

Why: Because of stronger **online competitors**, **rising costs of flowers**, and an **outdated website**.

When: The problem has happened **in the last 12 months**.

How: Customers are choosing **online flower delivery** services that offer lower prices, easy websites, and fast delivery.

How much: The shop experienced about a **30% drop-in in store sales**, increasing financial pressure on the business.

(Green Haven Florists, 2024)

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

- Import policies affecting flower supply
- Government sustainability initiatives

ECONOMIC

- Inflation increasing flower prices
- Rising operational and supply costs

SOCIAL

- Growth of online shopping
- Increasing consumer interest in eco-friendly products

(Jonson, Scholes and Whittington, 2017)

PESTLE ANALYSIS: Green Haven Florists

► TECHNOLOGICAL:

- Technology affects Green Haven Florists because many customers prefer ordering flowers online. Large online flowers companies offer easy websites, fast delivery, and discounts. Green Haven`s website is outdated and the owners struggle with digital marketing, which makes it harder to complete.

► LEGAL:

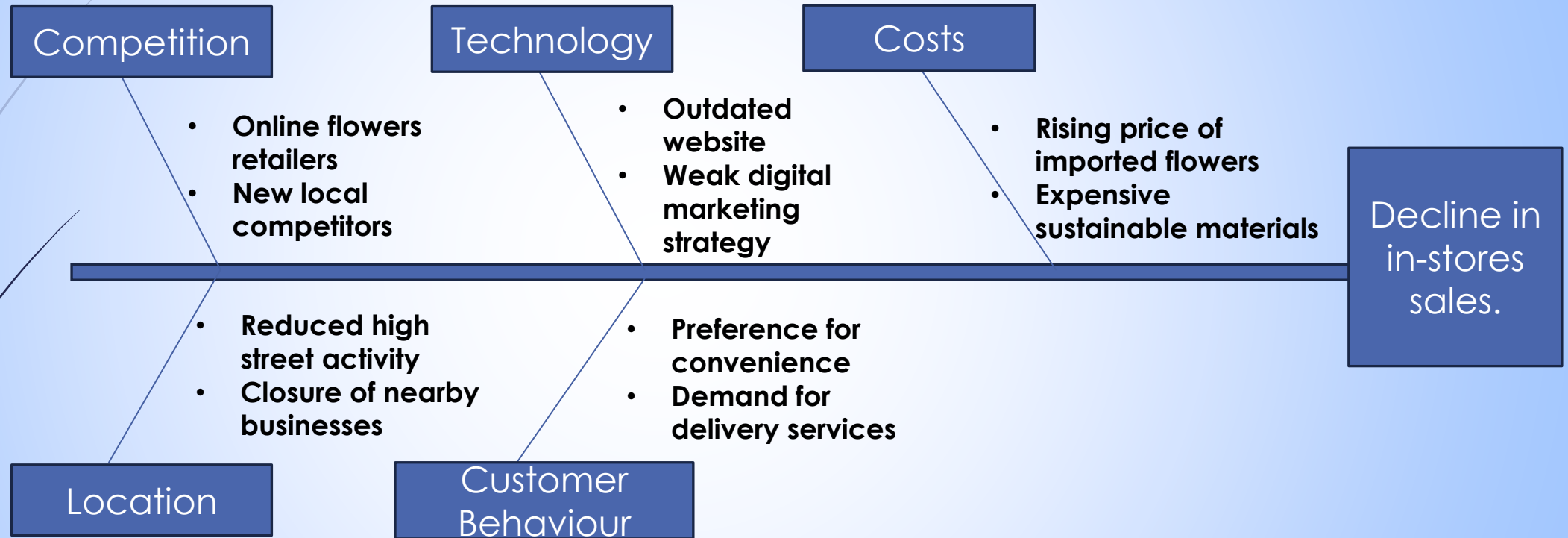
- Compliance with UK employment laws
- Environmental and packing regulations.

► ENVIRONMENTAL

- Climate change affecting flower production
- Cost of Sustainable packing materials

(Johnson, Scholes and Whittington, 2017)

Cause and effect analysis: Fishbone diagram



(Ishikawa, 1986)

Conclusion

Green Haven Florists faces significant challenges due to **changing market conditions and increased digital competition.**

To remain competitive, the company should:

- Improve its **website and online ordering system**
- Invest In **digital marketing and social media**
- Offer **delivery services and subscription options**
- Continue promoting its **eco-friendly brand identify**

These strategies could help the business **increase sales and adapt to modern consumer behaviour.**

(Kotler and Keller, 2016)

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Thank You



Questions