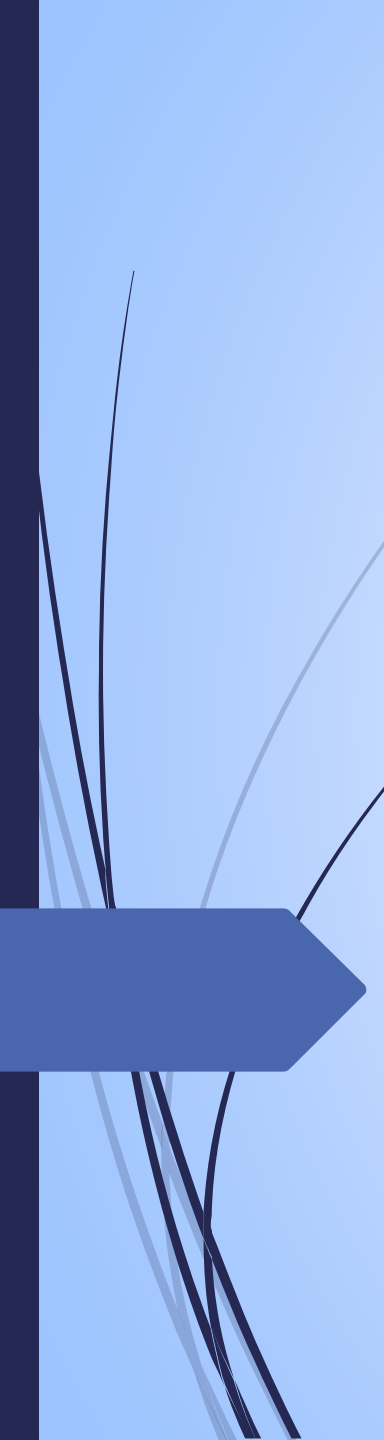




MODULE NAME: Problem solving and Decision Making

MODULE CODE :LOLM 4004-LON

STUDENT NAME: Melinda H Mercurio

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Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

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Introduction

In this presentation I will analyse the challenges facing the Green haven florist

A small independent flower shop located in Norwich UK. recently the business has experienced a decline in instore sales and increasing operational pressure To understand the root causes of this problem, fishbone analysis to identify the root Causes of the problem, The 5W2H method will explain the nature and scope of Issue and a PESTLE analysis will examine the external factors affecting the business These tools will help provide a clearer understanding of the problem and Support the development of the effective solutions.

Company background

Green Haven Florist is a small independent Flower shop located in Norwich.

The business was founded in 2016 by Liam And Priya Patel. The shop is known for a Bespoke floral arrangement eco-friendly Packaging and personalized service.

It serves walk-in customer corporates clients and wedding events.

But recently the business has experienced Declining in-store sales and increasing Competition.



Problem nature and scope

5W2H

WHO: Green Haven Florist own by Liam and Priya Patel

WHAT : The business is experiencing a significant decline in store and profitability.

WHERE: The Green Haven is Located in Norwich Uk

WHEN : This problem has start over the last 12 months

WHY: Increased online competition rising the flower costs and the reduced of the High-street foot traffic.

HOW : Customers are shifting to online retailers with a lower prices
And convenient delivery.

HOW MUCH: Instore sales have decreased by approximately 30% affecting
Overall revenue and sustainability.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

The rising cost of the important varieties of flower is effect by the government trade policies such a tariff and import regulation

World trade organization(2023) state that tariff and policies implemented by government significantly influence the

ECONOMIC

Economic factors such a inflation rising flower prices and higher sustainable material cost increase expenses for green haven florist while customer prefer

Cheaper online option leading to reduced in-store sales and lower profitability are declining.

SOCIAL

Social factors include changing customer shopping habit preference for

Online purchasing, price comparison and demand for convenient services

Like deliver and subscriptions.

PESTLE ANALYSIS: Green Haven Florists

➤ TECHNOLOGICAL

Technological plays an important roles in the challenges faced by Green Haven Florists

Because of their outdated website and weak digital marketing, it make harder to complete with online flower retailers, as more costumer prefer online shopping

The lack of modern technology reduces the company's ability to complete and reach a wider market.

➤ LEGAL

Business must fallow laws related to employees right such minimum wages

Consumer and protection.

Legal laws can affect to a business operation.

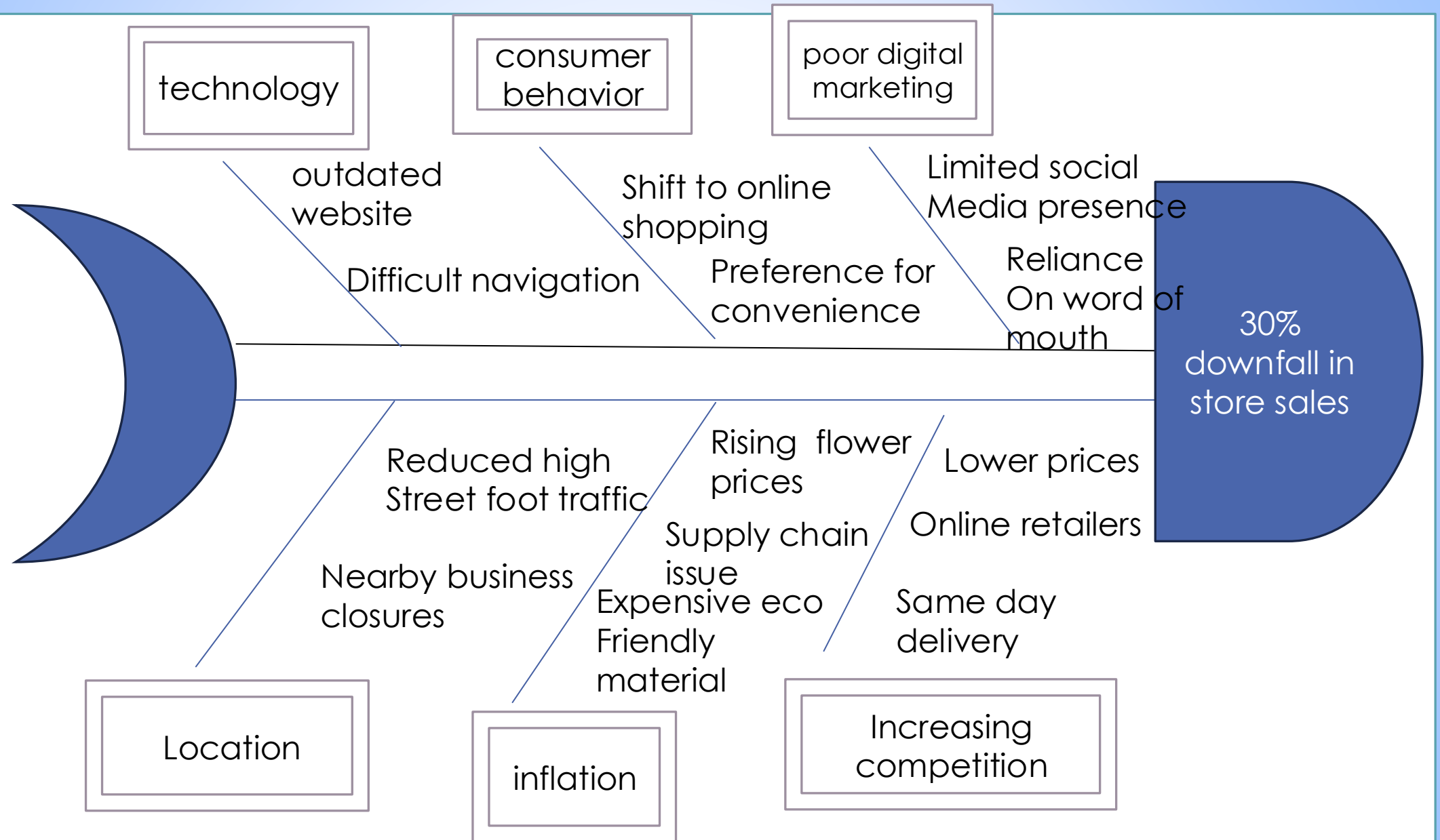
➤ ENVIRONMENTAL

Environmental factors such as sustainable expectation eco-friendly packaging cost

And a climate impacts on flower supply increase expenses and create

Challenges for Green Haven Florists.

Cause and effect analysis: Fishbone diagram



Conclusion

Using a fishbone diagram, I identify the cause and effect of the Problem, the analysis of Green haven florist using a PESTEL framework show that both external and internal

factors contribute to the 30% drop in sales .

Over all the declining sales are the result of technological short coming and the changing the behaviour.

Too recover the Green Haven Florist should focus on updating website and in hance the digital presence and adopting strategies.

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Thank You



Questions