

Consultancy Report: *Green Haven Florist*

Student Name: Glody Mabala

Student ID: 2516434

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Lecturer's Name: Toyin Adiesa

Executive Summary

Green Haven Florist, an Norwich based independent flower shop, founded by partners Liam and Priya Patel. Their business, which caters to everything from walk-in customers to weddings and corporate clients, has experienced a 30% decline in in-store sales which is not being offset by their other offerings. In this report we analyze the issues affecting their business and suggest two solutions to resolve them. The first solution is to strengthen their digital presence across all platforms such as their website, social media, search engines, and review sites. The second is B2B corporate partnership targeting local business and complimentary service providers such as landscapers and event planners. This report concludes that the first solution, to strengthen their digital presence, has the most potential for long term, sustainable growth and offers a plan to implement the solution with the key performance indicator being to compensate for the 30% within six months.

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Introduction

In this report analyses the current sales challenges facing Green Haven Florist, an independent flower shop based in Norwich. Recently, the business experienced a 30% decline in in-store sales, which according to Begum and Oman is being driven by the integration of digital technologies (Begum & Oman, 2025). The primary objective of this report is to evaluate the core issues affecting the company's performance and propose viable, long-term strategic solutions. This report assesses the potential of strengthening the store's digital presence against expanding into corporate B2B plantscaping. Ultimately, it provides a structured implementation plan and key performance indicators to recover lost revenue and achieve sustainable growth within six months.

Overview of Green Haven Florist

Founded by partners Liam and Priya Patel, Green Haven Florist is a Norwich-based business known for bespoke floral arrangements, eco-conscious packaging and sustainable sourcing . The shop serves a diverse clientele, catering to walk-in customers, wedding events, and corporate clients. Despite a strong product offering, the business suffers from an outdated, hard-to-navigate website and inconsistent social media engagement, which act as barriers to purchase. Relying heavily on traditional word-of-mouth and physical foot traffic, the florist is currently missing crucial opportunities in the digital space to secure recurring revenue and build long-term brand loyalty amongst its local demographic.

Possible Solutions

1: Strengthen Digital Presence

Digital presence is your total online visibility and accessibility online. A company's website is the centerpiece of their digital presence and the only piece of digital real estate that they own and control. 85% of consumers do online research before making a purchase, of which 74% is done via websites and 38% on social media (Paun, 2022). Due to the technological revolution customer behaviors are changing and many have complained that Green Haven Florists website is difficult to navigate and outdated (Maharjan, 2026). Since digital transformation is a key indeterminate in SME's competitiveness (Mate, 2026), the first order of business would be to update their website making the user experience visually appealing and easy to navigate with calls to actions that prompt the user to engage. I would also implement a subscription model, which will generate recurring revenue and increase brand loyalty. Next I will implement the use of social media content management software which are designed to help small businesses create and automatically post content, manage engagement, and gather analytics. Using local references and geotagging will ensure content reaches local audiences. Having exclusive incentives in store and an 'instagramable' in-store experience will encourage user generated content leading to more in-store sales.

2. Interior Landscaping (Plantscaping)

Green Haven Florists can leverage their reputation bespoke eco-conscious floral arrangements to target local businesses such as hotels, restaurants and offices that are seeking to create a welcoming environment for clients, customers and colleagues whilst enhancing their green credentials. offering long term contracts for weekly floral maintenance and rotation. Interior Landscaping is about more than just placing a few potted plants around the building, it involves selecting, installing and maintaining plants and other natural elements to help improve the aesthetics of a space. It can also help improve the air quality, promote well being and increase productivity. This can include a monthly fee for plant rotation and maintenance to

ensure freshness and arrangements tailored to match a businesses branding.
Plantscaping services can also be offered to hire venues, event planners and real estate agencies.

The Best Solution

In this next section we have used PMI tables to determine which of our solutions is the best. “The PMI is a deliberate scanning tool: the thinker deliberately looks for the Plus points, then the Minus points, then the Interesting points. At the end of the scan, the thinker can say, 'Now that I have looked at this, here is how I feel about it.” De Bono, E. (1982).

Based on the PMI results, Solution 1: Strengthen Digital Presence is the best strategic solution for Green Haven Florist (see Appendix 2).

Solution 2: Plantscaping, (see Appendix 3) offers an opportunity to generate a good B2B revenue stream, however the sales cycle is generally much longer than selling to customers and will require a dedicated sales effort. Also Plantscaping relies heavily on off-site manual labour which may leave the store understaffed.

Conversely, solution 1 directly addresses the root causes of the businesses problems. A new updated website addresses users' complaints of the site being difficult to navigate. The introduction of a social media CMS addresses the issue of inconsistent social media posts and adds valuable insights gathered from data analytics while potentially driving foot traffic by sharing user generated instagrammable in-store content.

Key Performance Indicators

We will be targeting a 30% increase in online revenue in the 6 months after the full launch of the website which will offset the decline in in-store sales.

The metrics identified in Appendix 4 serve as a quantitative benchmark to evaluate the success of the digital overhaul. Monitoring will involve monthly reviews of Google Analytics and Shopify sales reports to track conversion rates and user traffic. By comparing these monthly figures against the 30% revenue growth target, Liam and Priya can identify performance gaps early. If the KPIs show underperformance, the strategy will be adjusted for instance, by reallocating the marketing budget toward

higher-performing social media channels. This continuous feedback loop ensures that the digital transition remains data-driven and financially sustainable.

Implementation Plan

The table in appendix 3 outlines a five phase plan to implement our Digital Presence Solution over the next 6 months

This five phase plan is designed to safely mitigate financial and logistical risks. First, phases 1 and 2 focus on planning and building to ensure the new e-commerce site and in-store elements are fully prepared before spending money on marketing. Crucially, the soft launch in phase 3, capped at 50 local users, allows Liam and Priya to safely stress-test their delivery logistics. This protects the brand's reputation before the full launch in phase 4. Furthermore, responsibilities are divided between the founders, who handle core strategy, and an external web developer, ensuring professional results without the heavy cost of full-time staff.

Key Findings

- Green Haven Florists is experiencing a 30% decline in instore sales
- Falling foot traffic on the high road where they are located
- Growing competition from large online retailers
- PMI analysis determined that Solution 1: Digital Presence was the most feasible solution
- The risks posed by capital expenditure and digital skill shortage can be mitigated by hiring a digital expert and spreading the cost over the course of the 6 month Implementation Plan.
- 30% increase in online sales with 6 months of the launch

Appendix

Appendix 1

Implementation Plan table

PHASE	TIMELINE	ACTIVITIES	WHO
1 - Market analysis	Month 0-1	• Customer reviews • Survey • Competitor analysis	Liam Priya
2 - Strategy and planning	Month 1-2	• Develop site with secure payment gateway eg Spotify • Define subscriptions tiers (price, frequency) • Select Social media CMS • Install photogenic elements instore (neon sign, selfie wall etc)	Web Developer, Liam & Priya
3 - Soft Launch	Month 2-3	• Launch updated E-commerce site • Launch in-store subscription (capped at 50 users within a defined radius • Use CMS to test local geotagging on	Founders, Web developer,

		post	
4 - Full Launch	Month 4-5	• Local marketing campaign • Digital ad cap • Lift subscription cap	Web Developer, Liam & Priya
5 - Review & Optimise	Month 5-6	• Analyse website and CMS data • Adjust marketing strategy based on data	Web Developer, Liam & Priya

Appendix 2

Solution 1: Digital Presence PMI

PLUS	#	MINUS	#	INTERESTING	#
Fixing the outdated website removes a barrier to purchase.	+9	High initial capital expenditure	-8	Will require constant updating and maintenance	-4
Subscriptions generate automated recurring revenue.	+10	Requires seamless inventory and delivery management.	-7	Builds long term brand loyalty	+9
Social media CMS helps maintain a consistent online presence through automation.	+7	Initial and ongoing subscription fees	-4	Gathers analytics that can reveal new trends and demographics to target	+5
Geotagging ensures marketing reaches the target audience.	+8	Can make it harder to reach a wider national audience for online products	-5	Geotags help potential customers find the physical store	+3
User generated content provides organic, word of mouth marketing.	+9	Cost of redesigning store to make it more camera friendly can be expensive	-4	Increased physical traffic to the store.	+8
Total	45		-28		21

Total = 38

Appendix 3

Solution 2: B2B Plantscaping PMI

PLUS	#	MINUS	#	INTERESTING	#
Diversifications, reduce reliance on word of mouth B2c custom.	+8	Time and money required to capture new corporate client	-7	Builds long term brand loyalty	+9
High value, long term recurring revenue	+9	Longer sale process and sales terms ie 30-60 day	-9	Potentially for a separate B2B arm of the business	-4
Installations in high traffic areas act as a living business portfolio	+8	Requires a lot of on-site manual labour away from store	-8	Positive effects on perceived attention, creativity and productivity (Hähn, N., Essah, E. and Blanusa, T. 2021)	+7
Inline with growing trends of corporate responsibility and wellness	+5	Transportation cost for plants and labour	-7	Corporate brand collaborations, sponsorships and endorsement	+5
Improved aesthetics and sound proofing	+6	High rotation rates due to poor lighting and other conditions	-4	Enhance a brands green credentials	+5
Total	+36		-35		+26

Total = +27

Appendix 4

SMART Objective

Specific	Launch the fully functional e-commerce platform featuring a 3-tier subscription model by the end of Month 5.
Measurable	Acquire and successfully retain 50 active local subscribers during the Month 4 beta soft-launch.
Achievable	Generate a minimum of 10 user-generated Instagram posts per week using the in-store 'instagrammable' selfie wall by Month 6.
relevant	Increase organic website traffic from the Norwich demographic by 30% using targeted, geotagged social media content.
Timebound	Complete the phased digital transformation and achieve the 30% revenue growth target strictly within the 6-month timeline.

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