

Problem Solving and Decision Making
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OVERVIEW

- Green Haven Florists is a small independent florist shop
- The business specialises in bespoke floral arrangement and suitable products
- Over the past 12 months the company has experienced a decline in in-store sales
- Increasing competition and rising operational costs have impacted performance
- Changing customer behaviour has created new business challenges



INTRODUCTION

- This presentation analysis the challenges facing Green Haven Florists
- The focus is on declining in-store sales and business performance
- Key analytical models will be applied to understand the root causes
- These include the 5W2H model, PSTEL analysis and Fishbone diagram
- The presentation aims to identify the main factors affecting the business



COMPANY BACKGROUND

- Small independent florist based in the UK
- Founded in 2016
- Serves local and corporate clients
- Focuses on wedding and events
- Uses sustainable materials
- Facing increasing competition



NATURE AND SCOPE OF THE PROBLEM



What: Decline in in-store sales and reduced customer footfall

Why: Shift towards online purchasing and increasing competition

Where: Physical retail store in the UK market

When: Over the past 12 month

Who: Business owners, employees and customers

How: Limited digital presence and rising costs

How much: 30% decline in in-store sales



PESTEL ANALYSIS: Green Haven Florists

POLITICAL

- Government regulations increase operational costs
- Trade policies affect imported flower prices

ECONOMIC

- Inflation increased supplier and product costs
- Customers are becoming more sensitive
- Growth of low-cost online flower competitors

SOCIAL

- Demand for fast online delivery is increasing
- Interest in eco-friendly products is increasing
- Changing consumer buying behaviour



PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL

- Limited digital marketing and an outdated website reduces online visibility

LEGAL

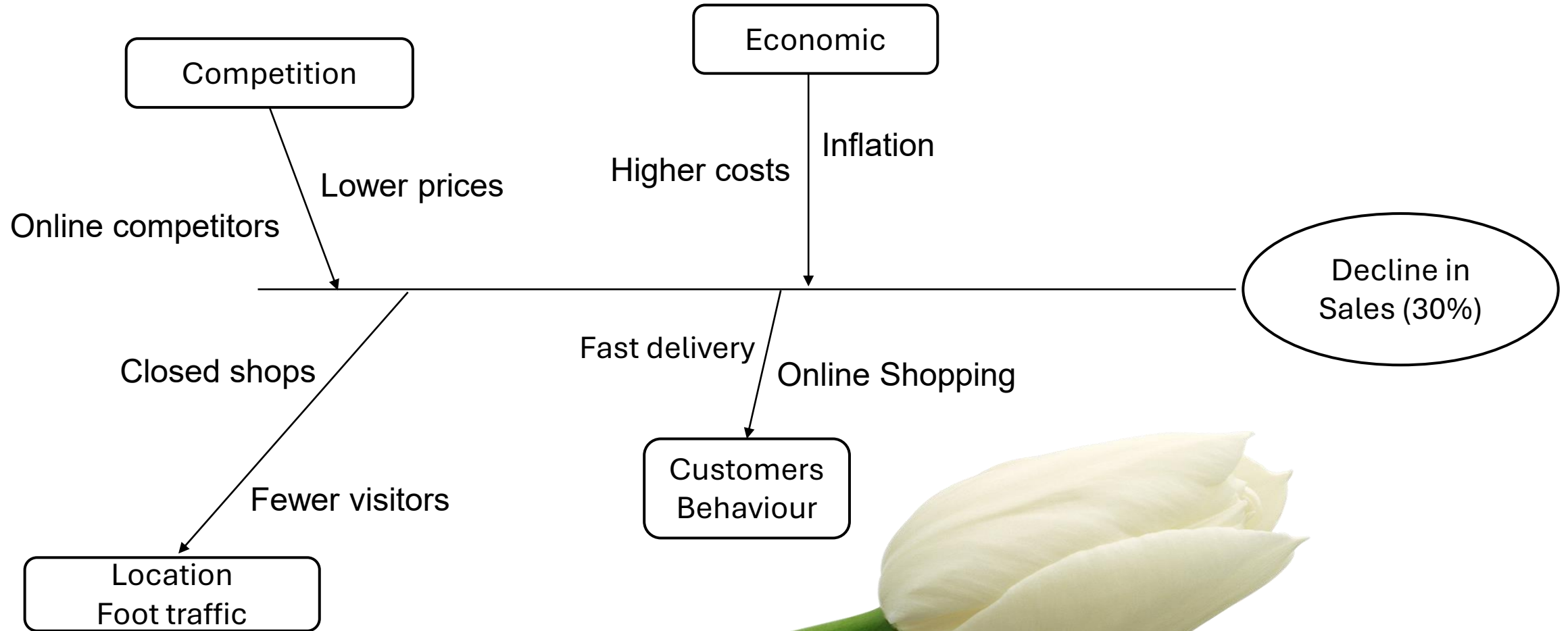
- Health and safety regulations for workplace and product handling

ENVIRONMENTAL

- Eco-friendly packaging increases costs but improves the brand image



Cause and effect analysis: Fishbone diagram



Conclusion: Key Founding

- Sales decline is linked to market changes
- Online competition affects customer behaviour
- Raising costs reduce business profitability
- Poor online presence reduce competitiveness
- Understanding key issues is important for business success



Recommendation

- Improve promotion on social media
- Create a simple online ordering option
- Focus more on eco-friendly products
- Provide better customer service in store
- Offer a small discount for loyal customers



References

Kotler and Keller (2016) Marketing Management

PESTEL model

Fish bone diagram

Uk small business trends online

Images from google



Questions please

