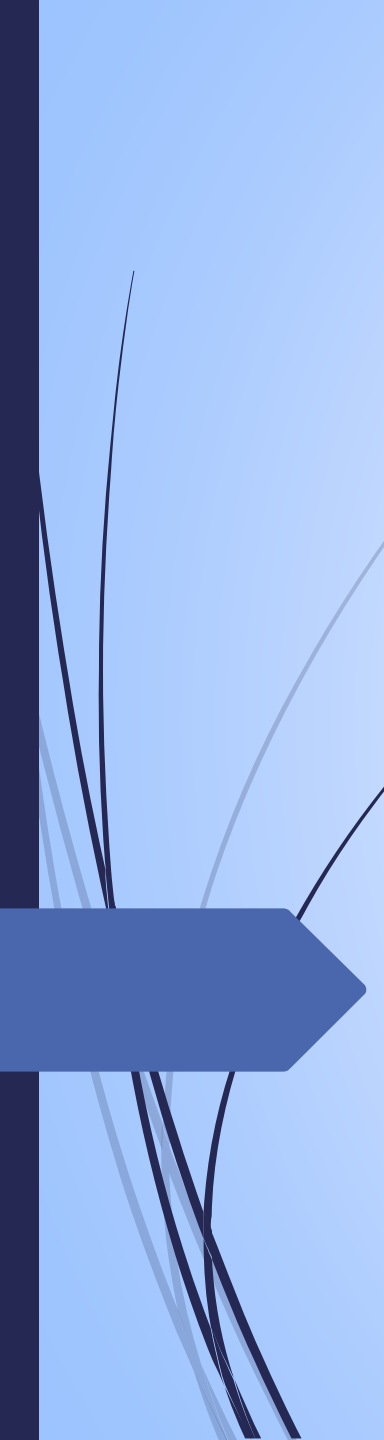




MODULE NAME : Problem solving and decision making

MODULE CODE : LCLM4004_LON

STUDENT NAME : Isabela Avadanei

STUDENT ID: 2515143

LECTURER : Dr 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

DROP IN SALES- "decrease in the amount sold or revenue generated between two periods" (Calculator Ultra, 2025)

Presentation Structure:

Company Background

Problem Analysis

Fishbone Diagram

Key Findings

Case Study Overview:

Green Have Florists : Small shop in Norwich (est.2016).

Owners: Liam and Priya Patel.

Focus: Eco-friendly flowers and community ties .

Current Issue : 30% drop in sales and less foot traffic.

Company background

Green Haven Florists

- Founded in 2016
- Owners: Liam and Priya Patel
- Sells: Custom flower arrangements and eco-friendly packaging
- strong community ties: Based on a personal touch and sustainable values
- Located on a busy high street in Norwich; they sell to walk-in clients, corporate customers, and for weddings.

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What: Drop in sales and fewer customers in the shop

Where: Their physical shop in Norwich (high street)

When: Over the past 12 months

Why: Competition from online retailers and higher costs for flowers

How: Outdated website and lack of digital marketing

How much : 30% revenue loss

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

Import regulations: Potential trade issues affecting the supply of flowers from abroad.

Government policies: Any changes in local business laws or environmental rules for shops.

ECONOMIC

Inflation: Higher prices for imported flowers (orchids and tulips) make it harder to profit.

Rising operational costs: increased expenses for sustainable materials and running the shop.

SOCIAL

Changing habits: Customers now prefer the convenience and lower prices of online shopping.

Trend shift: A decline in foot traffic on the high street because people visit physical shops less often.

PESTLE ANALYSIS: Green Haven Florists

➤ TECHNOLOGICAL

Online competition : Larger floral retailers have better websites and faster delivery systems.

Social Media: New competitors are better at using Instagram to attract younger customers.

➤ LEGAL

Employment Laws: Changes in minimum wages or worker rights that increase shop costs.

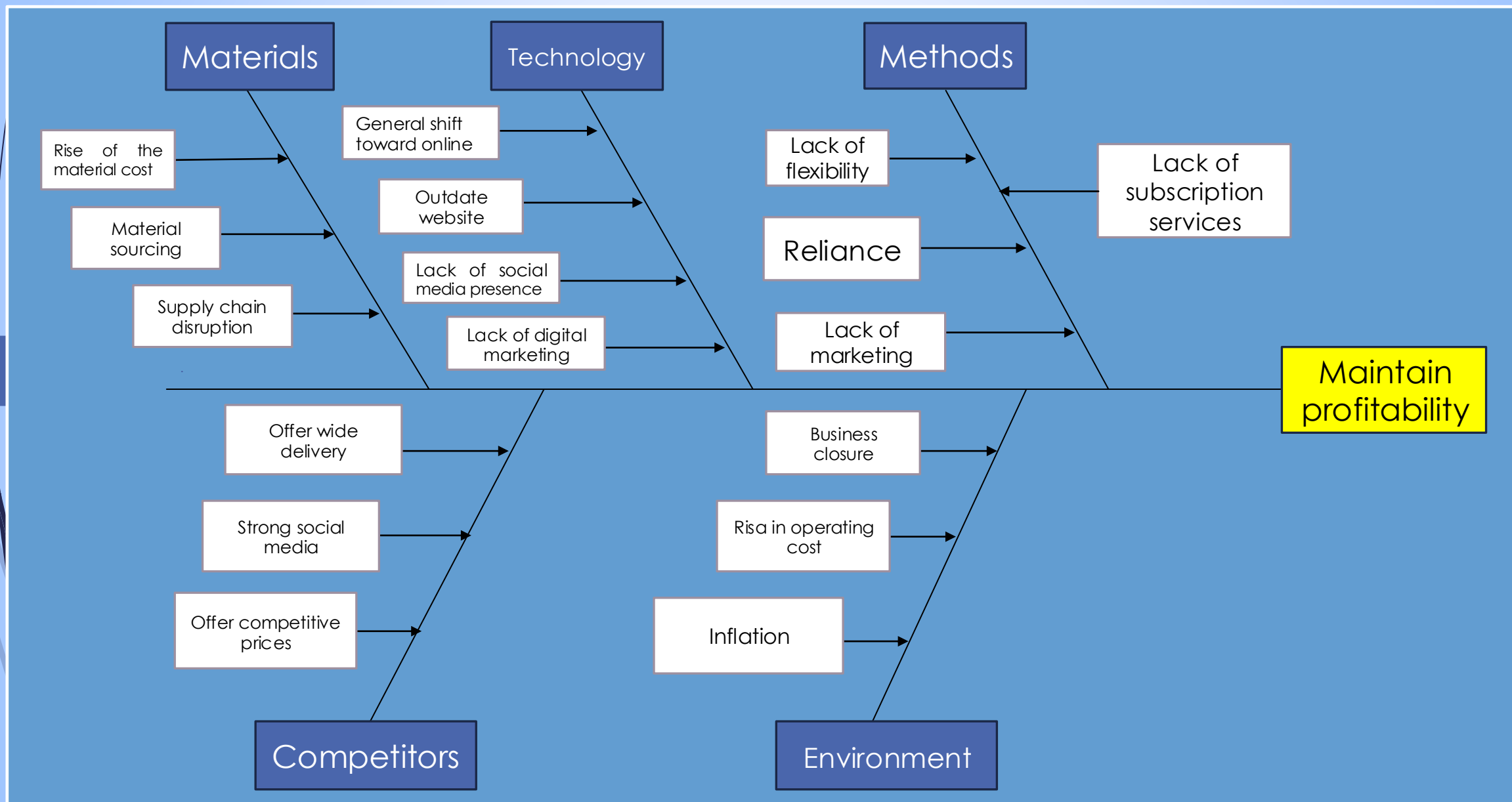
Health and Safety: Regulations regarding waste management and shop safety for customers.

➤ ENVIRONMENTAL

Sustainability: Pressure to use only biodegradable packaging and avoid plastic.

Climate change: Extreme weather affecting the growth and supply of locally sourced flowers.

Cause and effect analysis: Fishbone diagram



CONCLUSION:

GREEN HAVEN FLORIST

Main issue: 30% drop in sales due to inflation and lack of digital presence.



Key Weakness: Outdated website and no social media marketing.

Recommendation 1: Modernize the website and launch an e-commerce platform.

Future Outlook: Focus on sustainability while adapting to the digital market.

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Thank
You



Questions