

MODULE NAME: problem solving and decision
making

MODULE CODE LCLM4004

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Assignment 1: Presentation

OVERVIEW

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Introduction

In this slide show I will be speaking about Green Haven Florist which is a small independent flower shop based in Norwich, UK. They was established in 2016 by partners Liam and Priya Patel, the business quickly became known for its custom floral designs, eco-friendly packaging, and strong community connections.

The shop served a diverse customer base, from walk in visitors buying bouquets to corporate clients and wedding events. Its success was built on a personal approach and a commitment to sustainability, which appealed to environmentally aware customers.

Company background

Green Haven Florists

- Founded in NORWICH, UK 2016
- Owners: Liam and Priya Patel
- Sells bespoke flower designs
 - strong community ties
- Caters to individual and corporate clients
- Commitment to ecofriendly practises



GREEN HAVEN

Problem: nature and scope

5W2H

Who: Liam and Priya Patel, their customer, new competitors' new suppliers and the local community.

What: 30% decline in in-store sales, the loss of foot traffic, reduced activity due to closure of nearby businesses, general shift towards online shopping, rising costs.

Where: the problem is rooted in green haven florist Norwich high street location, which has lost a considerable amount of foot traffic and is also in a competitive local area as well as high competition with other online stores competitors.

Why: the reason being is because of the fierce online competition, lack of social marketing presence, high cost rises, loss of foot traffic and high competition for low prices.

When: the unfortunate downturn occurred in the last 12 months as customer preference shifted towards online company's and competitors, sales dropped and supplier cost had risen.

How: Liam and Patel need to find out why their business is struggling by speaking with their loyal customers. Find out what they lack and what they can improve, also need to work on a bigger and better social media presence.

How much: Green Haven Florist has experienced a 30% sales decline, risen cost and increasing competitive pressure, at the same time the growth of the company has unfortunately not balanced their losses.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

Local regulations, licensing requirements

Import and export rules, i.e. restrictions on exotic plants.

ECONOMIC

Seasonal demands, i.e. valentines, mother's day, easter autumn and Christmas.

SOCIAL

Demographic changes: younger customers with more modern requests

Eco consciousness: sustainable and organic flowers and seeds.

Locally sourced flowers.

Political

P

Economical

E

Social

S

▶ TECHNOLOGICAL

- LEGAL**

- ## ENVIRONMENTAL

- ## PESTEL ANALYSIS

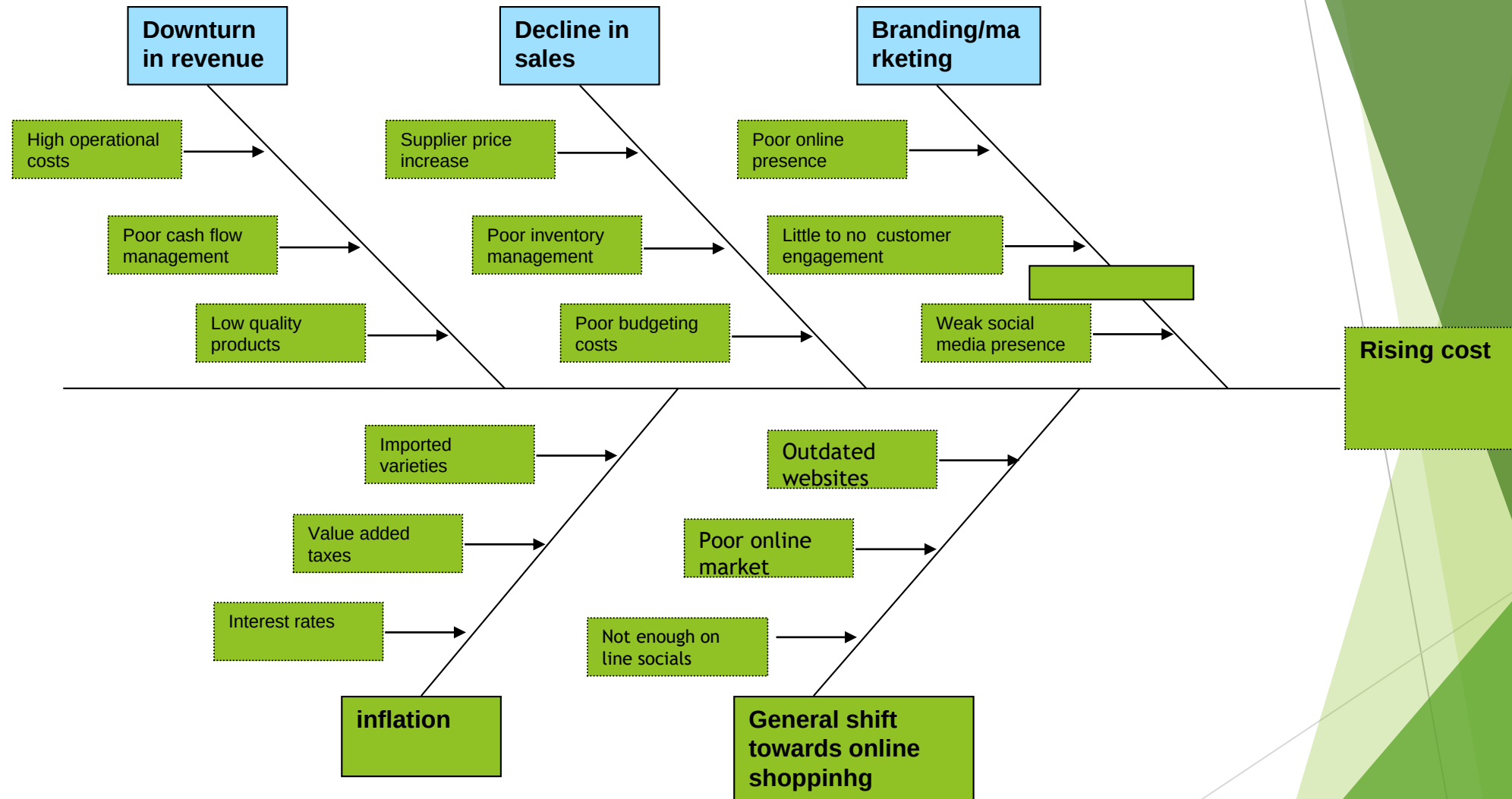
INFOGRAPHIC

The infographic is structured as follows:

 - Political Factors** (Icon: Building)
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Economic Factors** (Icon: Money bag)
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Social Factors** (Icon: People)
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Technological Factors** (Icon: Lightbulb)
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 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Environmental Factors** (Icon: Tree)
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Legal Factors** (Icon: Gavel)
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Below the categories, the letters **P, E, S, T, E, L** are displayed in large circles, each corresponding to a category.

Cause and effect analysis: Fishbone diagram



Conclusion

Green haven florist is going through multiple important changes due to a number of reasons, some of the main reasons being rising operation costs, heavy growing online competition and local business competition. But on the flipside, they have a great reputation for the quality of their goods. Great sustainability and creativity which provides them with a suitable background for revamping their company.

If they were to manage their online socials better by introducing better deals, discounts and more competitive pricing, the company would be able to revamp themselves while still sticking to their great attributes such as eco-friendly values and great sustainability.

Ultimately with an increase in social media presence and better pricing Liam and Priya will be able to reinvent themselves and the business sustainability in the competitive environment their company is in.



References

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(Accessed 5th November 2025)

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Thankyou class,
you may now me questions

