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Introduction

Green Haven Florists is a small business specializing in providing floral services to clients in a relatively limited area. Green Haven Florists is a small company that deals with flower service provision to customers within a relatively small region.

Green Haven Florists is a local flower shop located in Norwich, which was started by Liam and Priya Patel in 2016 and has expanded to be a popular destination in the area due to its custom floral arrangements, environmentally friendly packaging, and sustainability.

This report will provide a solution to the business issue of Green Haven Florists, which is dwindling sales, effects of the intensifying competition, and the operational problems that Green Haven Florists is experiencing. Two possible solutions will be also discussed in the report and the evaluation will be done before selecting the most appropriate strategy to use.

Business Problem Analysis

The decline in sales in-store by Green Haven Florists has been 30 percent in the last one year. Online orders have marginally been on the rise but they have never been able to offset the tremendous loss of foot traffic (Cronin and Evans, 2020). The major reasons behind this downfall are:

Rising Operational Costs:

The cost of fresh flowers and environmentally-sustainable products has become too high because of the disruptions in supply chains and the rise of inflation. This has resulted in further complicating the business in its quest to remain profitable at the same time upholding its eco-friendly principles.

Decline in Foot Traffic:

The site of the shop that used to be in a busy high street has hit the doldrums as a result of the shutdown of nearby shops as well as a wider shift to online shopping. The old-time customers are now opting online flower shops that provide cheaper prices and delivery within the same day (Hagberg, Kjellberg and Cochoy, 2020).

Increased Competition:

The entrance of new competitors such as a stylish boutique florist and a national chain with low prices and extensive delivery options into the local market has put the local business of Green Haven Florists into the pressure of modernizing its operations and marketing strategy.

Customer Feedback:

The products of the shop have been appreciated by customers because the shop offers high-quality products but negative comments have been made concerning the inability to provide flexible deliveries and the outdated web site. This explains why it is necessary to go through a digital transformation to enhance customer interaction and sales (Singh et al., 2021).

Alternative Solutions

Solution 1 The solution is Website Modernization and Digital Marketing Strategy.

Overview:

Solving the problem of customer convenience, ease of use, and marketing would require updating the webpage and providing a comprehensive digital marketing strategy. This solution would involve:

- **Website Redesign:** Redesigning the site so as to be easy to use in terms of design and navigation, mobile friendly and easy to navigate. Among the main aspects, there would be subscribing services, the possibility to deliver the products flexibly, and the online ordering system would be smoother (Balakrishnan, Sundaresan and Mohapatra, 2024).
- **Digital Marketing:** Identifying the local customers and a wider audience with the help of social media, SEO, and paid ads. This would help the shop to access a larger number of customers, increase brand awareness, and be competitive with online stores by emphasizing its sustainability and its personalized service to customers.

Evaluation Using PMI (Plus, Minus, Interesting):

Plus:

- Grow customer interaction and satisfaction by developing a better online customer experience.
- Grows customer base by undertaking effective online marketing.
- Enhances retention of customers through new customer-friendly features such as delivery flexibility and subscriptions.

Minus:

- Large initial expenditures of redesigning the site and conducting marketing efforts.
- Time and human resources to educate the personnel, adapt to the new digital tools.
- Threat of short-term inconvenience as the customers adapt to the new system.

Interesting:

- Online marketing has the potential to create awareness of the brand, which entices both online and physical customers.
- Future prospect of using data analytics in personalizing marketing activities and boosting sales (Mahmoud Abdelrahman Kamel, 2023).

Solution 2: Local Partnerships and Subscription Service.

Overview:

Implementing a subscription service where the customers will receive frequent floral arrangements and establishing partnerships with the local community will introduce a new source of income and diversify the business. This model would involve:

- **Subscription Service:**
Providing options of flexible subscriptions (e.g. weekly or monthly) to regular deliveries of flowers to corporate customers or a household, establishing recurrent revenue.
- **Local Partnerships:**
Collaborating with local companies (e.g. restaurants, hotels) to deliver flowers to events or displays, to build stronger community relationships and gain exposure.

Evaluation Using PMI:

Plus:

- Creates loyalty to customers by providing customized services and frequent deliveries.

- Establishes a predictable flow of income and recurrent orders.
- Improved community coverage by means of local collaborations.

Minus:

- Consumer unwillingness to make long-term commitments to a subscription.
- Logistical complexity of dealing with changing demand and delivery logistics.
- Partnerships and subscription infrastructure set-up costs.

Interesting:

- Chance to use local networks to increase coverage.
- On-line competitors may also be unsuccessful because of subscription services.

Chosen Solution and Justification

Solution that was selected: Digital Marketing Strategy and Modernization of the Web site.

The given solution is the most suitable due to a number of reasons:

Alignment with Market Trends:

The move to e-commerce and online interaction is in line with the current consumer patterns especially in the post-pandemic period (Rangel, 2021). An online site will help Green Haven Florists to access more customers and fulfill their desires in terms of convenience and flexibility.

Immediate Impact:

In contrast to a subscription service, which might require more time to build the customer commitment, a website modernization process and an initiation of digital marketing should bring immediate outcomes in terms of customer attraction, revenues, and popularity.

Scalability:

This solution will provide the flexibility to expand in time and with customer feedback and data analytics, scale marketing efforts and customize features in the site (Anshari et al., 2019).

Competitive Advantage:

Through marketing strategy, which employs sustainability and personalization, Green Haven Florists will be able to stand out among the market rivals who relied on price as a marketing tool.

Risk Analysis

The introduction of the modernization of the site and the idea of using digital marketing strategy has a number of risks that are supposed to be taken into consideration:

Cost Overrun:

The danger is that the budget can come above the forecast. The way of handling this risk is to develop the site in stages (Smith and Merritt, 2020). Begin with the basic features first, and add on as required. This way, the costs are diffused and financial burden is taken off.

Customer Adaptation:

Some of the long-term clients might have difficulties adapting to the new online system. Moreover, they should provide them with discounts on their initial online order to encourage them to adopt the new system and smooth their way (Hasan et al., 2020).

Competition Response:

The floral business is very competitive and other local florists or big online stores can easily follow in the footsteps of replicating a similar digital approach (Ms. Shilpa Khade and Dr. Dhananjay Awsarikar, 2025). Green Heaven Florists is under pressure to keep abreast with the competition. The site and digital marketing campaigns should be updated

regularly according to the competitor activity and customer feedback to make sure that Green Haven will be appealing and competitive in the market.

Action Plan

Phase 1: Redesign of Website (3 months)

During this stage, emphasis will be made on enhancing the use of the website so that it satisfies the needs of the customers. Contract a web development agency to design a mobile-based web site with all necessary functionalities such as subscription and flexible delivery. These will enhance convenience of the customers and win new clients (Duarte, Costa e Silva and Ferreira, 2018). Website development will be scheduled clearly with timelines and milestones that will be used. A test will be done to verify the friendliness of the website before it is launched.

Stage 2: Online Marketing (1 Month).

After the site is prepared, initiate an online promotional campaign so as to generate awareness. Target the websites such as Instagram and Facebook to demonstrate the environmentally-friendly activities of the shop and distinct flower arrangement. Optimize search engines (Run SEO) so as to get better ranking in the organic search and paid advertising to get more visibility on the web. Install analytics software to monitor web traffic, traffic and ad performance.

Phase 3: Staff Training

Researchers should train employees in the utilization of the new features of the site and digital marketing tools. Make sure that they are able to serve the customers well with the new platform. Continuous training will be adopted to make the staff informed on the recent trends in digital marketing and customer service best practices to make sure that the business becomes adjusted to the new changes without any problems.

Measuring Effectiveness

The key performance indicators (KPIs) that will be monitored to measure the effectiveness of the website redesign and digital marketing campaigns will include the following ones:

1. **Website Traffic:** determine the number of visits to the site and the duration of time spent on the site. Increase in the traffic denotes enhanced interaction.
2. **Conversion Rate:** Monitor the percentage of visitors that visit the site and purchase the product. This indicates the effectiveness of the site in terms of transforming the visitors into customers (de Souza, Mendes-Filho and Buhalis, 2019).
3. **Sales Growth:** Compare the sales data prior to the implementation and after the implementation. The success of the new website and marketing programs will be reflected in a positive change.
4. **Customer Feedback:** Survey and Reviews to customer satisfaction with the new site and experience.
5. **Digital Marketing Metrics:** Track the click-through rates (CTR), return on investment (ROI), and the rates of engagement on the social media advertisements (Swetha et al., 2024). These indicators will indicate the effectiveness of the digital marketing campaigns in determining the traffic and sales.

Conclusion

Finally, the most appropriate solution to the challenges encountered by Green Haven Florists is the digital marketing strategy and the modernization of the web site. This strategy will be in line with the increasing need of online shopping and electronic interaction. It is fast as it enhances customer conveniences and visibility by conducting targeted marketing. The online marketing will increase brand awareness, and the new site will assist Green Haven Florists to get more online customers and drive up the sales. Furthermore, this solution will put the business in a position of achieving long run growth because the solution will be able to accommodate the market trends and customer expectations. Through this strategy, Green Haven Florists will be able to resolve its financial challenges, compete with other market players and remain relevant in the dynamic market.

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