

PRESENTATION

- ▶ Module Name: Problem Solving and Decision Making
- ▶ Module Code: LCLM4004-LON
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- ▶ Assignment 1: Presentation

overview

- ▶ Introduction
- ▶ Company background
- ▶ Problem: Nature and Scope
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- ▶ Cause and effect analysis: Fishbone Diagram
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Introduction

- ▶ Today I will be presenting an analysis of Green Haven Florists, a small independent Flower shop based in Norwich, UK. Established in 2016 the business-built a strong reputation for bespoke floral arrangements, eco-friendly packaging, and strong community connections.
- ▶ However, over the past 12 months, the company has experienced a 30% decline in in-store sales, affecting profitability.
- ▶ The main problem facing the business is reduced sales due to increased competition, rising costs, and changes in customer behaviour.

Company Background

- ▶ **Green Haven Florists**
- ▶ **Founded in 2016**
- ▶ **Owners: Liam and Priya**
- ▶ **Sales:** over the past year, Green Haven Florists has experienced a 30% decline in in-store sales, this reduction has placed pressure on profitability and highlights the need for strategic change.
- ▶ **Strong Community Ties:** Green Haven Florists has built strong relationships within the local Norwich community. The business is known for supporting local events and charities, providing flowers for weddings, funerals, and community celebrations, building loyal, repeat customer service and also offering personalised customer service.

problem: Nature and Scope

▶ 5W2H Analysis

The problem affects

- ▶ Who: Liam and Priya Patel is the Owners and decision makers
 - employees
 - Customers
 - Suppliers
- ▶ What: A 30% decline in in-store sales and reduced profitability
- ▶ Where: At Green Haven Florists, Norwich high street.

PESTLE ANALYSIS: Green Haven Florists

► Political

- **Business rates and taxation**

High business rates and VAT increase operational costs and reduce profit margins.

- **Import regulations and trade policies**

changes in trade agreements and customs regulations increase the cost of imported flowers.

economic

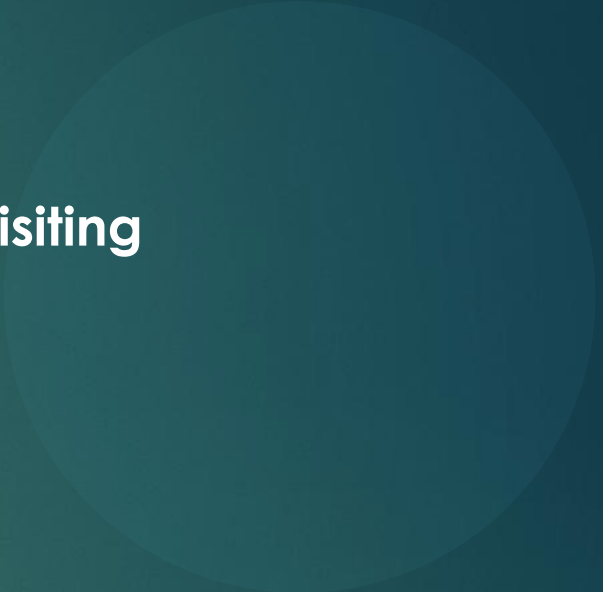
► Inflation

- Rising inflation increases cost of flowers, packaging, utilities, and transport.

► Cost of living crisis

- Customers have less disposable income and may reduce spending on non-essential items like flowers.

Social



- ▶ **Shift to online shopping**
 - Consumers prefer convenient online ordering instead of visiting physical shops.
- ▶ **Growing demand for sustainability**
 - Customers prefer eco-friendly packaging and environmentally responsible businesses.

Technological

► Growth of e-commerce

- Competitors use advanced website and online delivery systems.

► Social media marketing influence

- Businesses with strong Instagram and Facebook presence attract more customers.

Environmental

▶ **Climate change affecting flower supply**

- Extreme weather conditions impact crop production and prices.

▶ **Sustainability pressures**

- Increased demand for biodegradable packaging increases business costs.

Legal

▶ **Employment law and minimum wage increases**

- Higher wage requirements increase staffing costs.

▶ **Data protection regulations**

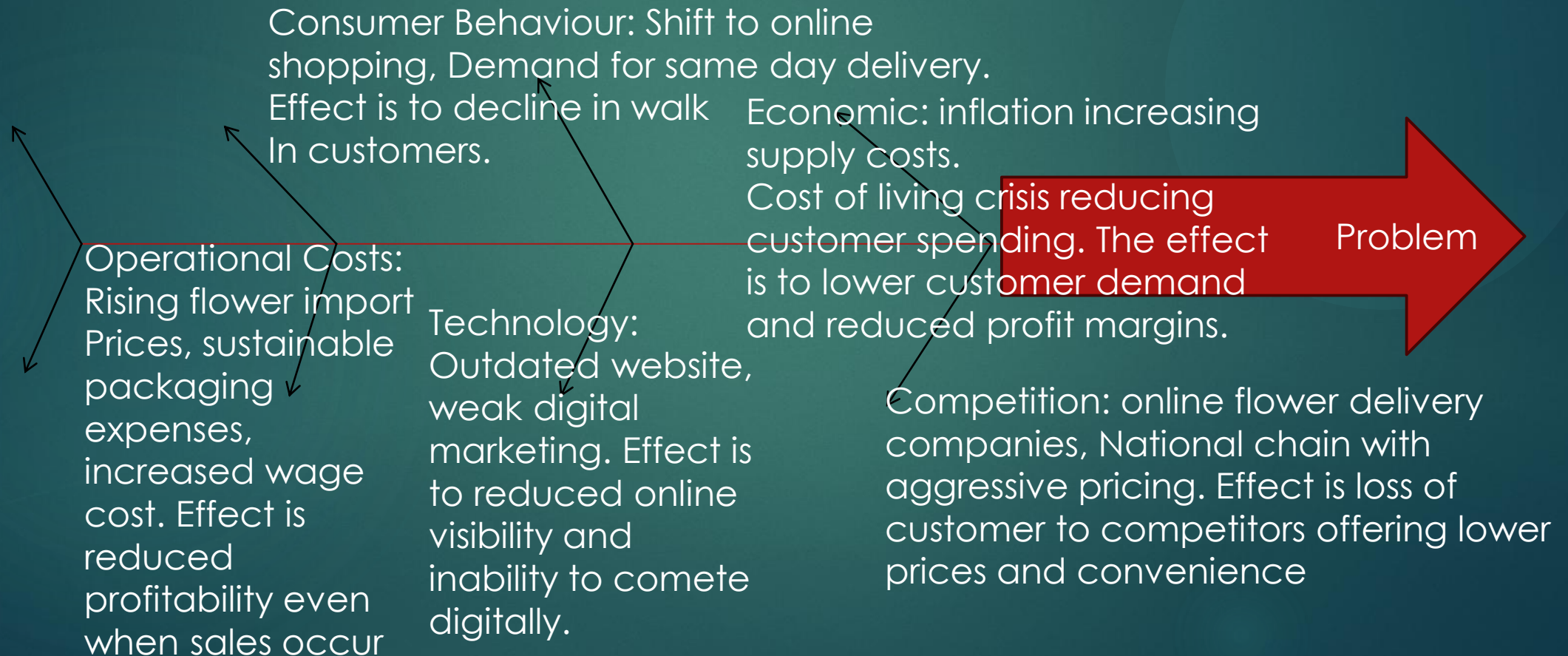
- Compliance with laws such as the UK General Data protection regulation is required when handling customer data.

this is my short presentation of PESTLE Analysis for Green Haven Florists

- ▶ Green Haven Florists is affected by political factors such as business rates and import regulations, economic pressures including inflation and reduced consumer spending, social changes like online shopping trends, technological developments in e-commerce and social media, environmental challenges related to climate change and sustainability, and legal requirements such as employment law and data protection compliance.

Cause and effect analysis: Fishbone diagram

The Fishbone diagram



presentation of fishbone

- ▶ The Fishbone diagram show that the decline in sales is caused by multiple interconnected factors. Economic pressures reduce customer spending, competition increases market pressure, technological weaknesses limit digital competitiveness, and operational costs reduce profit margins. This structured analysis helps identify the root causes rather than just the symptoms of the problem.

conclusion

- ▶ In conclusion, Green Haven Florists has experienced a significant 30% decline in in store sales due to several interconnected factors. The analysis showed that economic pressures, strong competition, changing consumer behaviour, and limited digital adaptation are the main causes of the problem.

while external factors such as inflation cannot be controlled, the business can improve its digital presence and customer engagement strategy. By modernising its website, strengthening social media marketing, and introducing subscription service, the company can adapt to market change.

Overall, with the right strategic improvement, Green Haven Florists has the potential to regain competitiveness and achieve long term sustainability.

Green Haven Florists

5 reference

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