CASE STUDY

Green Haven Florists



LCLM4004 - Problem Solving and Decision Making

PRESENTATION COVERING PROBLEM ANALYSIS AND STRATEGIC SOLUTIONS.

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Introduction



Case study about Green Haven Florists (small florist shop in the UK).

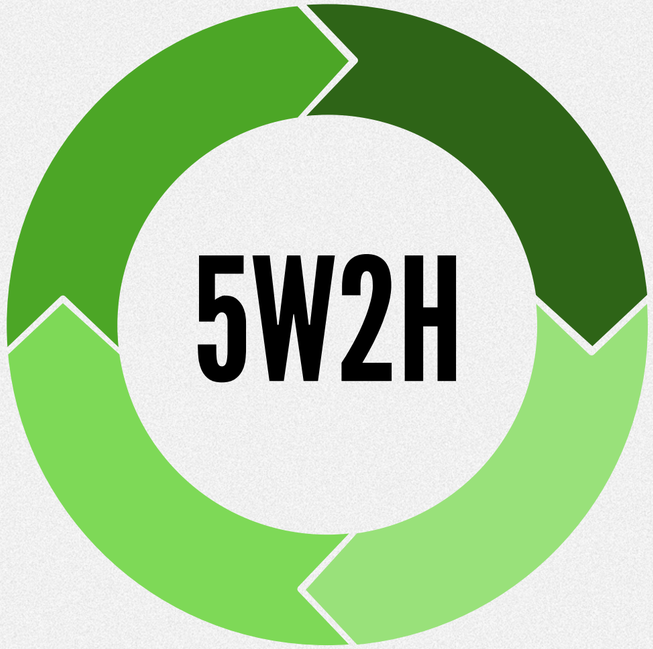
- **Focus**: causes of business decline and strategic analysis.
- **Tools used**: 5W2H, PESTLE and Fishbone Diagram

Company Background

- Founded in 2016 in Norwich, UK by Liam and Priya Patel
- Known for bespoke floral arrangements and eco-friendly packaging
- Customer base: walk-ins, weddings, corporate clients
- Focus on sustainability and community engagement

Problem Nature and Scope

- 30% decline in in-store sales in the last 12 months
- Caused by online competition, rising costs, and outdated website
- Reduced foot traffic in high street location
- Owners struggling to adapt to digital trends



PROBLEM ANALYSIS



- **What**: Falling sales and profitability
- **Why**: Competition, costs, poor digital presence
- **Where**: Norwich store
- **When**: Last 12 months
- **Who**: Owners-Liam and Priya Patel, customers
- **How**: Reduced traffic, high costs
- **How much**: 30% drop

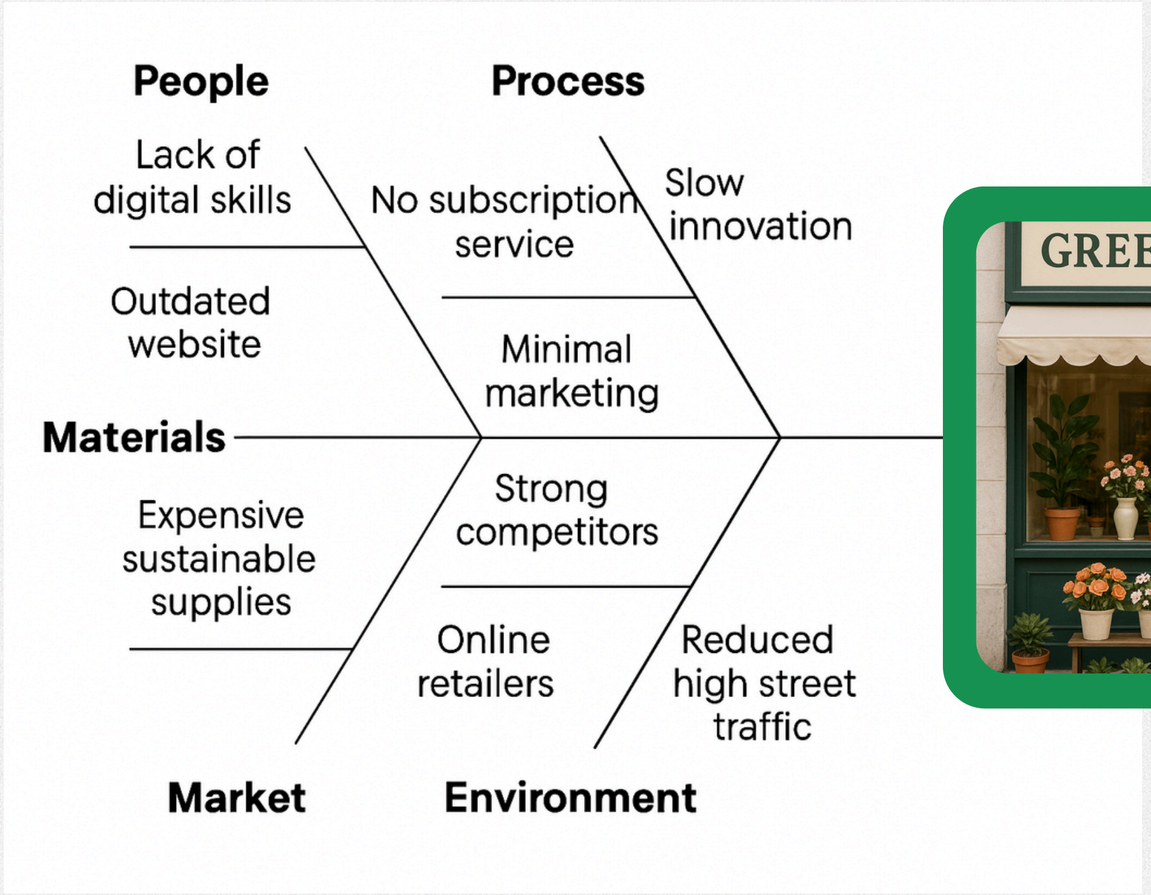
Pestle Analysis

- **Political**: Import regulations, Brexit impact
- **Economic**: Inflation, reduced spending
- **Social**: Shift to online convenience
- **Technological**: Outdated website, weak digital marketing
- **Legal**: Sustainability and safety laws
- **Environmental**: Higher cost of eco-materials, climate impact



Cause and Effect

FISHBONE DIAGRAM





Drop in sales and Profits

Conclusion

- Green Haven’s strengths (sustainability, quality, community) are not enough in a digital-driven market.
- **Main issues**: outdated digital presence, rising costs, strong competition.
- Needs urgent modernisation, online strategy, and service innovation (ex. subscriptions, delivery, website redesign).
- With strategic change, the business can recover and remain sustainable



References

- **Company case study**
  Green Haven Florists
- **Market trends in UK flower industry**
- **Green Haven Florists Case Study**
  Provided by course instructor.
- **Digital marketing strategies for small businesses**