

 Student Name: Alessandro Zarafu Student Number: 2529421 Module Code: LCLM4004 Module Name: Problem Solving and
Decision Making Module Lecturer's Name: Deji Olagboye

Presentation Roadmap & Basil's Bakery Context

This presentation will outline Basil's Bakery's sales challenges, apply PESTEL and Fishbone analyses, and conclude with key findings. Basil's Bakery is an independent artisan business in Coventry, known for high-quality organic cakes, pastries, and breads.



Key Challenges to Basil's Bakery Sales



Reduced footfall at retail park since 2020.



Increase in remote working among local office staff.



Rising overheads (utilities, rent, business rates, insurance).



Lack of delivery service and effective pre-order system.



Retail park decline and loss of loyal local customers.

PESTEL Analysis: Understanding External Factors

PESTEL is a framework used to analyze the external macro-environmental factors that can impact a business. It helps identify opportunities and threats from Political, Economic, Social, Technological, Environmental, and Legal perspectives.

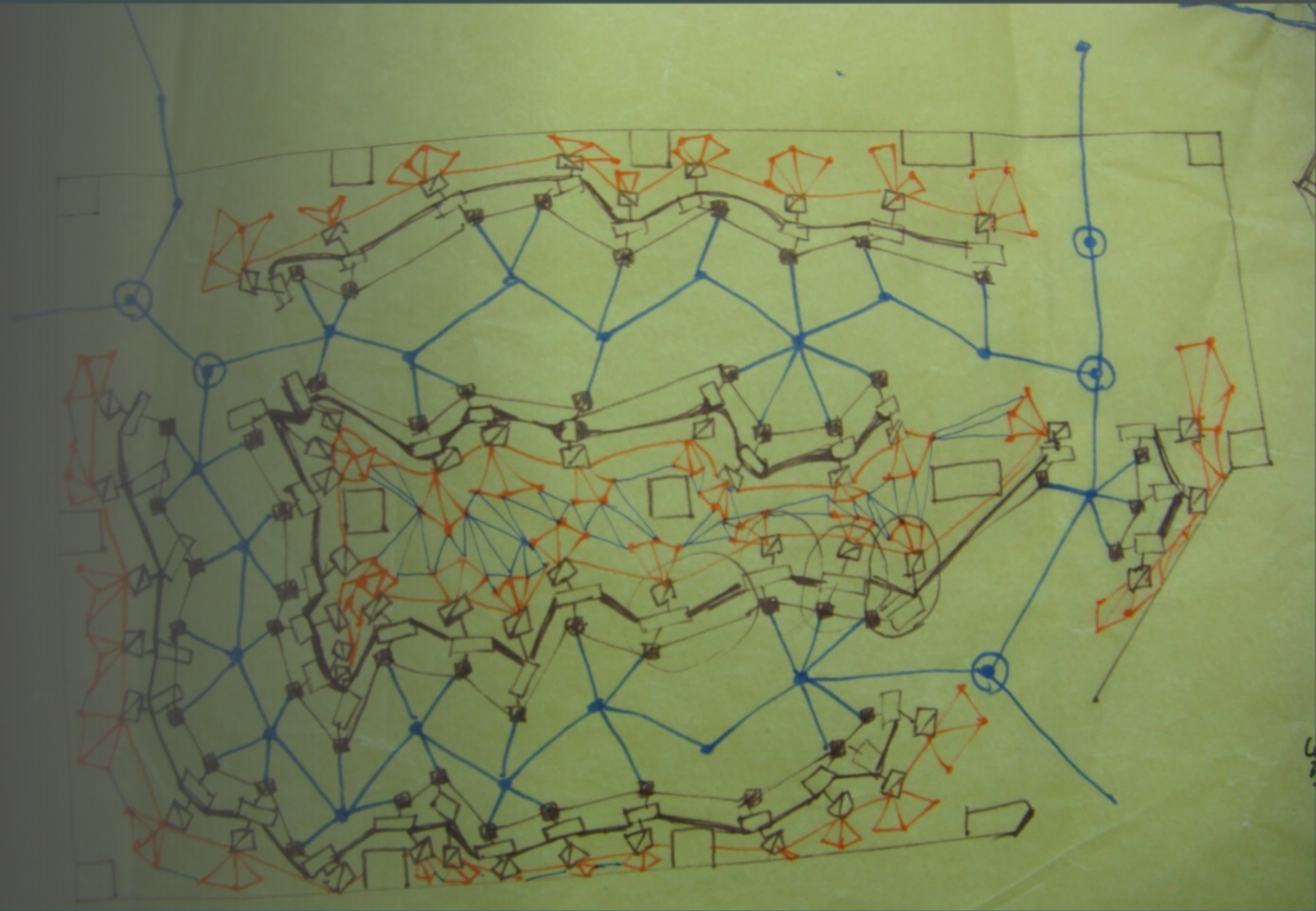


External Influences on Basil's Bakery

- ➔ Political: Local government policies on retail parks, business rates.
- ➔ Economic: Post-pandemic economic recovery, cost of living, reduced disposable income.
- ➔ Social: Shift to remote work, changing consumer habits (online shopping).
- ➔ Technological: Competitor adoption of online ordering/delivery platforms, Basil's current tech limitations.
- ➔ Environmental: Organic ingredient sourcing challenges (crop vulnerability, cost fluctuations).
- ➔ Legal: Food safety regulations, employment law, rental agreements.

Fishbone Diagram: Pinpointing Root Causes

Also known as an Ishikawa diagram, the Fishbone Diagram is a cause-and-effect tool for identifying potential root causes of a problem. It categorizes causes into main branches like People, Process, Environment, and Materials.



Root Causes of Sales Stagnation at Basil's Bakery

- ➔ People: Decreased customer footfall, WFH changes, loss of loyal retail staff.
- ➔ Process: No delivery service, inefficient pre-order system, inability to answer phone.
- ➔ Environment: Declining retail park vitality, increased competition, rising overheads.
- ➔ Materials: Unpredictable organic ingredient costs, supply chain vulnerabilities.
- ➔ Measurements: Lack of detailed sales data analysis beyond overall figures.

Key Findings



Basil's Bakery faces multifaceted challenges stemming from external market shifts and internal operational limitations.



Retail park decline, remote work trends, and rising costs significantly impact footfall and profitability.



Lack of digital presence (delivery/pre-order) and operational inflexibility limit customer reach and service efficiency.



Reliance on high-cost organic ingredients creates budgeting instability.



Strategic adaptation is crucial for long-term viability, moving beyond current format.

References



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