

Basil's Bakery: Business Environment Analysis

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- Module: Problem solving and decision making
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Introduction

- Aim:
 - Analyse stagnant sales
 - Apply 5W2H, PESTEL and Fishbone
- Context:
 - Artisan bakery in Coventry
 - Sales 25% below 2019

Issues Affecting Sales

- Internal:
 - • No delivery
 - • Limited pre-orders
 - • Long waits
- External:
 - • Reduced footfall
 - • Remote working
 - • Rising costs

5W2H Analysis

- What: Sales stagnation
- Why: Lower demand & higher costs
- Where: Coventry retail park
- When: Since COVID
- Who: Basil & customers
- How: Operational limits
- How much: -25% sales

PESTEL Analysis

- Political: business rates
- Economic: inflation
- Social: WFH
- Technological: no online ordering
- Environmental: organic sourcing
- Legal: food safety

Fishbone Diagram

- Problem: Sales stagnation
- Customers
- Methods
- Environment
- Money
- Materials
- Management

Key Findings

- • External changes reduced demand
- • Costs increased
- • Operational limitations
- • Digital services could improve sales

References

- Case study
- Office for National Statistics
- Bank of England
- Slack et al. Operations Management
- Ishikawa (1985)