

Module Title: Problem Solving and Decision Making

Module Code: LCLM 4004

Assessment: Component 2 Report – Basil's Bakery

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Table of Contents

<u>Contents</u>	<u>Page Number</u>
Task 1: Overview of Case-study	3
Task 2: Two proposed solutions	3
Task 3b): Evaluation Results and Justifications	3
Task 4b): Justifications for the Implementation Plan	4
Task 5b): Justifications for the KPI and SMART objectives	4
Task 6: Key Findings	4
Reference List	5

Appendices

Appendix 1: Task 3a) PMI Evaluation Table.....	7/8
Appendix 2: Task 4a) Implementation Plan.....	9
Appendix 3: Task 5a) KPI and SMART Table.....	10

Task 1: Overview of Case-study

Basil's Bakery is a small independent bakery in Coventry that has experienced declining performance since the COVID-19 pandemic. Although sales recovered after lockdowns, they have remained approximately 25% below 2019 levels between 2023 and 2025. The root problem facing the business in 2019 was its limited online presence, which made it difficult to promote products, reach new customers and compete effectively with supermarkets and other bakeries. Although Basil's Bakery had strengths such as product quality, freshness, and customer service, it needed to improve its marketing and visibility. Developing a website could help solve this problem by providing customers with information, showcasing products, strengthening the bakery's brand and supporting future business growth in a competitive marketing.

Task 2: Two Proposed Solutions

Developing a professional website Solution A Proposal

The proposed solution is to create a professional website for Basil's Bakery's. The website would list the bakery's products, prices, location, opening hours and contact details, while also promoting special offers to resolve the root problem of Basil's Bakery having a limited online presence and difficulty reaching new customers. A website would make the business easier to find online, improve its brand image and allow customers to access information quickly. It could also increase customer engagement and attract more sales, helping Basil's Bakery compete more effectively with supermarkets and other local bakeries.

Social Media Marketing Solution B Proposal

The second proposed solution is to create and manage social media accounts for Basil's Bakery, such as Instagram and Facebook. The bakery could regularly post photographs of its products, special offers, new items and customer updates. This solution would help resolve the root problem of having limited online visibility and difficulty reaching new customers. Social media would allow Basil's Bakery to communicate directly with its target audience, increase brand awareness and

encourage customer engagement. It is also a relatively low-cost marketing method, making it suitable for a small business. Increased online exposure could attract more customers and improve sales.

Task 3b) Evaluation Results and Justifications

Preferred solution: Social Media Marketing. (Solution B)

Solution B, implementing a social media marketing strategy, is the most appropriate option for Basil's Bakery because it provides a cost-effective and immediate way to reach potential customers. The preferred solution was evaluated using the criteria cost, ease of implementation, customer reach and potential business impact. Social media marketing performs well against these criteria as it requires a relatively low investment, can be implemented quickly using existing staff and allows the bakery to communicate directly with customers. Platforms such as Instagram and Facebook enable the business to promote products, advertise special offers and receive customer feedback in real time. Compared with developing a website, social media marketing is more likely to generate immediate engagement and increase local brand awareness. It also provides measurable results through analytics, allowing the bakery to monitor performance and make improvements. Therefore, Solution B offers the greatest value, and it is the most practical choice for supporting business growth and increase sales.

Task 4b) Justifications for the Implementation Plan

The order of the implementation plan ensures that each task builds on the successful completion of the previous one. Market research and planning is scheduled first because understanding the target audience and selecting the most appropriate social media platforms are essential before creating any marketing content. Creating social media accounts and content follows, allowing the bakery to develop professional profiles and engaging promotional material based on the research finding. Once the content, launching the social media marketing campaign is the next logical step, ensuring that customers receive consistent and well-planned posts. Finally evaluating and improving the campaign is carried out on an ongoing basis to measure performance using KPI's and identify opportunities for improvement. Responsibilities are assigned to the bakery owner and marketing employee because they have the knowledge of the business and can manage customer interactions effectively.

This ensures efficient use of resources and increases the likelihood of achieving the bakery's marketing objectives.

Task 5b) Justifications for the KPI and SMART Objectives

The proposed KPI's have been selected because they provide measurable evidence of whether Basil's Bakery's social media marketing strategy is achieving its objectives. KPI's such as follower growth, engagement rate, website traffic, online orders and customer enquiries directly measure customer interest and business performance. These indicators are appropriate because they are easy to monitor using social media analytics and sales reports, enabling the bakery to make informed decisions and improve future marketing activities.

Each SMART objective has also been carefully selected to ensure it is realistic and achievable. The objective is Specific because it focuses on increasing Instagram and Facebook followers and online orders. It is Measurable as progress can be tracked through analytics, engagement statistics and sales data. The objective is Achievable because the bakery can consistently publish engaging content, promote special offers and interact with customers using existing resources. It is Relevant because increasing online visibility and sales supports the bakery's overall business goals of growth and profitability. Finally, the objective is Time-bound by setting a six-month deadline, encouraging regular monthly reviews to monitor progress. Together, the KPI's and SMART objectives provide a clear framework for measuring success and ensuring continuous improvement of the social media marketing strategy.

Task 7) Key Findings

- **Bails's Bakery has limited online visibility making it difficult to reach new customers and compete with local bakeries that actively use digital marketing.**
- **Implementing a social media marketing strategy is the prefer solution because it is cost-effective, easy to implement and provides direct communication with the customers.**
- **A constructed implementation plan consisting of market research, content creation, campaign launch and performance evaluation, ensures the strategy is delivered efficiently and effectively.**
- **SMART objectives and KPI's provide clear, measurable targets, enabling the bakery to monitor follower growth, customer engagement and online orders.**
- **Regula monitoring and continuous improvement using social media analytics and customer feedback will help Basil's Bakery refine it marketing strategy, strengthen brand awareness and achieve sustainable business growth**

Reference List

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Appendices

Appendix 1 – Task 3a

PMI Evaluation Table

<i>Creating a website for his bakery</i>		
Plus	Minus	Interesting
A website would increase Basil's Bakery's online visibility +3	Regular updates would be needed to keep product information and prices accurate -1	Allowing customers to see the bakery's products before visiting +2
Customers could view the menu, prices and opening times easily+5	Creating and maintaining a website can be expensive and challenging -3	The bakery could get customer feedback through online reviews +3
Could support online collection or delivery services +1	There could occur technical problems -3	Website analytics could show which products customers are more interested in +1
Could improve the bakery's professional image. +3	The bakery would need to compete with other bakeries that already have strong website -4	Could promote special offers, seasonal products and new items. +1
TOTAL: +12	TOTAL: -11	TOTAL: +7

Therefore: Overall Total for creating a website = 8

<i>Social Media Marketing</i>		
Plus	Minus	Interesting
Increased Sales +2	Negative feedback-3	Measurable result +2
Direct communication+1	High competition -2	<i>Influencer marketing</i> +2
Wider audience +3	Privacy and security risks-4	Targeted advertising +1
Low-cost production +2	Time-consuming -2	Customer engagement +2

TOTAL: +10	TOTAL: -11	TOTAL: +7
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**Therefore: Overall Total for Name Social Media marketing
= 8**

Appendix 2 – Task 4a

Implementation Plan

Name the problem you are solving:

Name the solution you are implementing:

	Task	WHAT	WHEN	WHO	Done
1	Marketing research and planning	Customer research, competitor analysis, social media platforms.	Week 1	Bakery owner/ marketing employee	Target audience identified and marketing objectives created.
2	Create social media accounts and content	Smartphone/camera graphic design tools, product images and social media accounts.	Weeks 2-3	Marketing employee or bakery staff	Number of posts created, content quality and profiles visits.
3	Launch the social media marketing campaign	Social media platforms, advertising budget, hashtags and	Weeks 4-8	Marketing employee/ bakery owner	Reach, impressions, likes, comments, shares and

		promotional content			follower growth.
4	Evaluate and improve the campaign	Social media analytics, sales data and customer feedback.	Ongoing; review monthly	Bakery owner/ marketing employee	Website visits, online orders, sales growth and customer engagement.

Reference: Chaffey, d. and Ellis-Chadwick, F. (2019) Digital Marketing: Strategy, Implementation and Practice. 7th edn. Harlow: Pearson

Appendix 3 – Task 5a

The Key Performance Indicator is a measurable value that shows how effectively a business is achieving a specific objective or goal. KPI's help businesses monitor performance, identify areas for improvement, and measure whether their strategies are successful.

Specific	Measurable	Attainable	Relevant	Time-Bound
increase Basil's Bakery social media presence by growing Instagram and Facebook followers by 25% and increasing online orders by 15%	Success will be measured using social media analytics, including follower growth, engagement rates, likes, comments and shares, website traffic from social media	The objective is realistic because the bakery can post high-quality product, images, promote seasonal offer, respond to customer enquiries and use targeted advertising to attract new and existing	The objective support Basil's Bakery business goals of increasing brand awareness, attracting more customers, improving customer engagement	The objectives will be achieved within six months of launching the social media marketing campaign. Progress will be reviewed every month to ensure the bakery

through regular content, promotions and customer engagement,	and the number of online orders. Monthly performance reports will be used to monitor progress.	customers. These activities can be managed using existing staff and affordable digital marketing tools.	and generating higher sales. A stronger social media presence can also help the bakery compete more effectively with local competitors.	remains on track and to make any necessary improvements to the marketing strategy.
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