Basil's Bakery

MODULE NAME: *Problem solving and decision making module*
MODULE CODE: *LCLM4004*
STUDENT NAME: *Iryna Nikolova*
STUDENT ID: *2526748*
LECTURER: *Anita Nan*
Assignment 1: *Presentation*



Overview



- Introduction
- Company background
- Problem: nature and scope
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Introduction

• Basil’s Bakery has established a strong local reputation through high-quality products and customer service.

• The PESTLE analysis identified changing consumer behaviour and increasing demand for convenience as important market trends.

• Introducing a delivery service could help the business reach more customers and increase sales.

• Expanding pre-order and online ordering options would improve customer convenience and operational efficiency.

• By adapting to these opportunities, Basil’s Bakery can strengthen its competitive position and support future growth.





Company background



- *Founded in 2015*
- *Located in Coventry, UK*
- *Produces cakes, pastries and bread*
- *Focuses on high-quality organic ingredients*
- *Serves local shoppers and workers*
- *Strong reputation and loyal customer base*
- *Sales have remained below 2019 levels*
- *Key challenges: reduced footfall, rising costs and no delivery service*







Problem: nature and scope







5W2H

What: *Declining sales and customer footfall*

Who: *Basil*

Where: *Basil's Bakery , retail park in Coventry, UK*

When: *The problem began during the COVID-19 lockdown in 2020*

Why: *More people working at home*

Lack of delivery service

Limited pre-order systems

Rising operating costs



How: *Reduced customer visits and lower sales revenue*

How much: *Sales are around 25% lower than 2019 (Wevalgo, 2025)*

PESTLE ANALYSIS: Basil's Bakery



POLITICAL

- *Government rules about food safety mean Basil must follow strict standards.*
- *Higher business taxes and rates can make it harder for small businesses to earn profit.*



ECONOMIC

- *Prices of ingredients, electricity and rent have gone up in recent years.*
- *Many people are trying to save money, so they may buy fewer bakery products.*



SOCIAL

- *More people work from home now, so fewer customers visit the retail park.*
- *Customers want fast and easy services, such as delivery and online orders . (PESTLE Analysis, 2025)*

PESTLE ANALYSIS: Basil's Bakery



TECHNOLOGICAL

- *An online ordering system could help Basil sell more products.*
- *Social media can be used to advertise new products and special offers.*



LEGAL

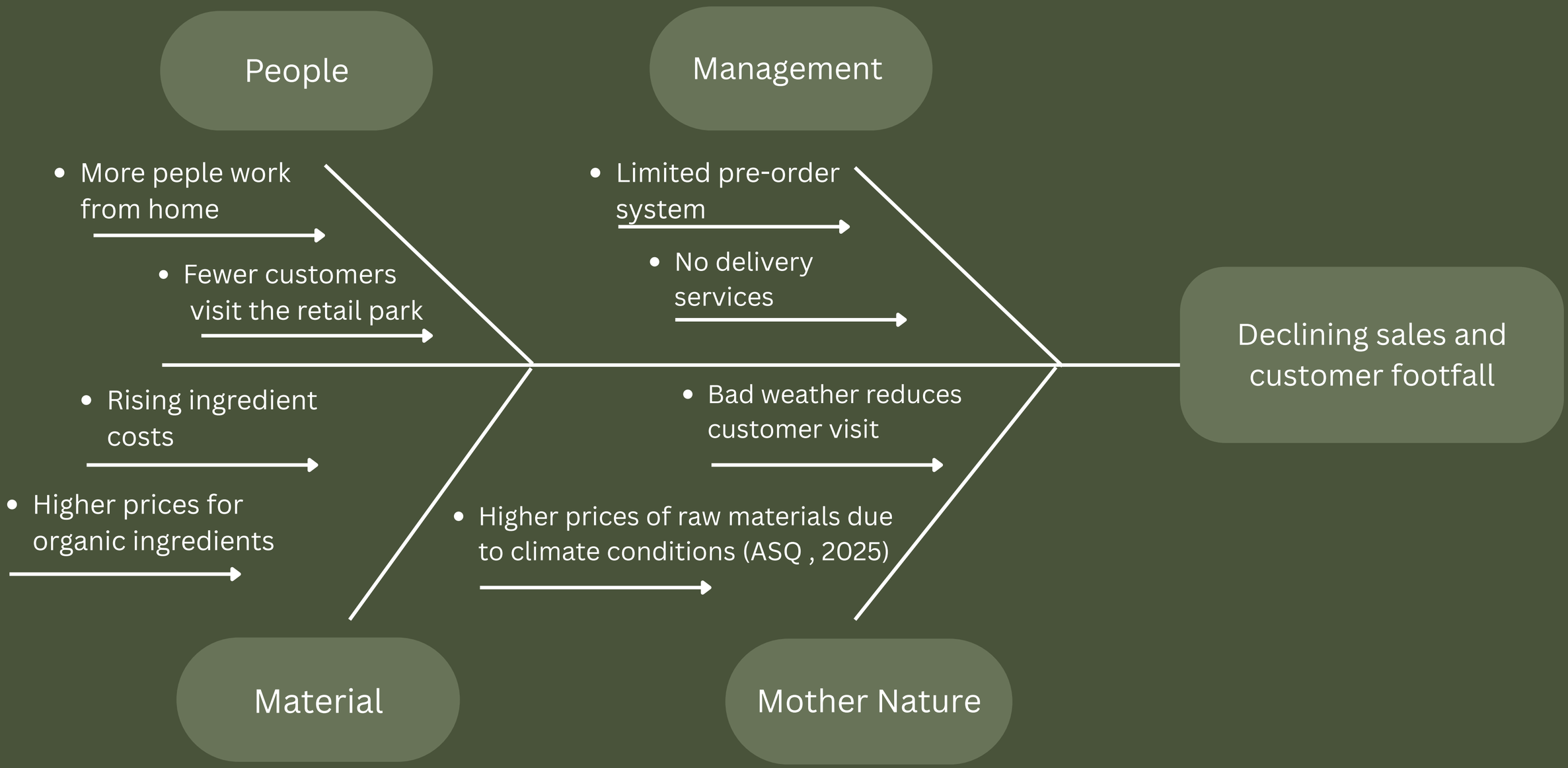
- *Basil must follow health and safety laws when preparing food.*
- *Employment laws protect workers and affect how staff are managed.*



ENVIRONMENTAL

- *Bad weather can affect organic farming and increase ingredient costs.*
- *Many customers prefer businesses that use environmentally friendly products and packaging. (PESTLE Analysis, 2025)*

Cause and effect analysis (Fishbone diagram)



Conclusion

- *Basil’s Bakery has a strong local reputation and loyal customer base.*
- *Customer footfall has declined since the COVID-19 pandemic.*
- *Changing consumer behaviour has affected sales performance.*
- *Rising operating costs continue to impact the business.*
- *The business faces both internal and external challenges identified through the 5W2H and PESTLE analyses.*



References

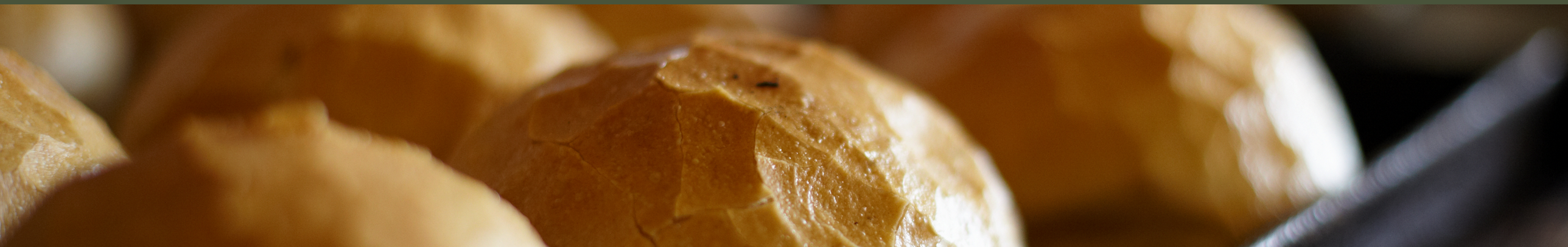
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Thank You

Questions?

