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Module Code: LCLM 4004

Module Name: Problem Solving and Decision-Making

Component 1: Basil's Bakery

What is Basil Bakery?

- Good morning My name is Seba Bujor and today I will be presenting an analysis of Basil Bakery.
- In my presentation I will:
 - Provide an overview of Basil's Bakery and the nature and scope of the problems they are encountering.
 - Provide a critique and application of the PESTEL framework.
 - Provide a critique and application of the Cause-and-Effect model.
 - And, finally, provide a summary of the key findings.



Overview of Basil's Bakery.



INDEPENDENT ARTISAN
BAKERY IN COVENTRY.



ESTABLISHED IN 2015.



STRONG YEARLY SALES.



USES HIGH-QUALITY
ORGANIC INGREDIENTS.



SERVES SHOPPERS, RETAIL
STAFF, OFFICE WORKERS
AND WAREHOUSE
EMPLOYEES.

The problems Basil's Bakery are facing.

Root problem is the stagnation of sales.

External problems

Reduced footfall in the retail park.

Increase in remote and hybrid working.

Rising rent, utilities, insurance and business rates.

Internal problems

No delivery service available.

Long waiting times during busy periods.

Limited ability to accept pre-orders.

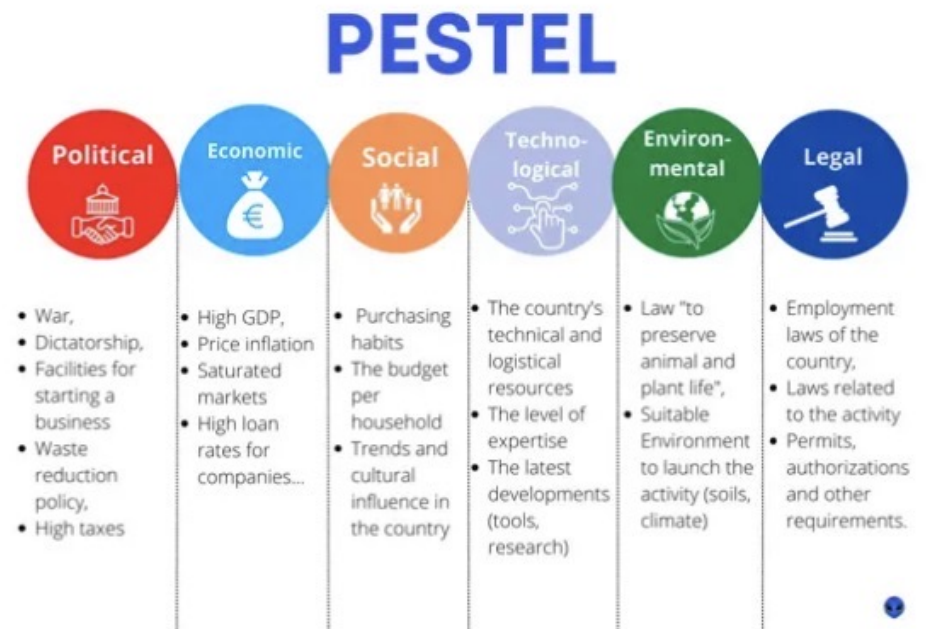
PESTEL Framework

PESTEL Framework

- **What is it?** A tool used to analyse external factors affecting an organisation: Political, Economic, Social, Technological, Environmental and Legal.
- **Why is it used?** To support strategic planning and identify opportunities and threats.
- **Where/how is it used?** Used by businesses and organisations to assess the external environment before making decisions.
- **Benefits:** Simple, improves planning and risk awareness.
- **Criticisms:** Can become outdated, is subjective, and ignores internal factors.

Johnson, G., Scholes, K. and Whittington, R. (2020) *Exploring Strategy: Text and Cases*. 12th edn. Harlow: Pearson.

Yüksel, İ. (2012) 'Developing a multi-criteria decision making model for PESTEL analysis', *International Journal of Business and Management*



PESTEL Framework

Political Factors	Economic Factors	Social Factors	Technological Factors	Legal Factors	Environmental Factors
▪ Buissness rates and tax increase ▪ Coroavirus caused shutdown	▪ Unpredictable Ingredient cost ▪ Stores Shutting down	▪ Decline in foot traffic for the retail park ▪ Rise in working from home	▪ Demand for delivery service ▪ Demand for pre ordering service	▪ Business operating requirements ▪ Food related regulations	▪ Reliance on organic produce ▪ Retail park located out the way

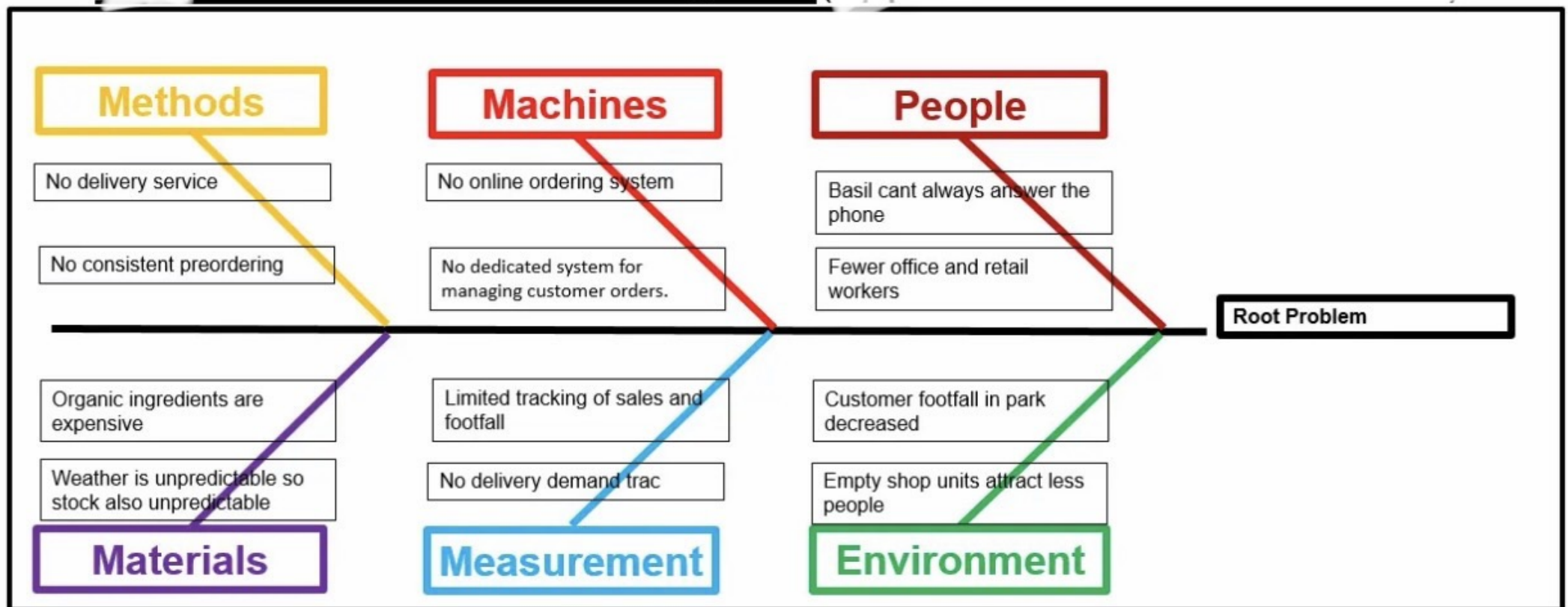
Cause-and-Effect model

- **What is it?** A tool used to identify the root causes of a problem and their effects.
- **Why is it used?** To improve problem-solving and decision-making.
- **Where/how is it used?** Used in business, manufacturing, healthcare, and quality management by grouping possible causes into categories.
- **Benefits:** Helps find root causes, organises ideas, and encourages teamwork.
- **Criticisms:** Can be time-consuming, relies on judgement, and may overlook complex relationships

Ishikawa, K. (1986) *Guide to Quality Control*. Tokyo: Asian Productivity Organization.

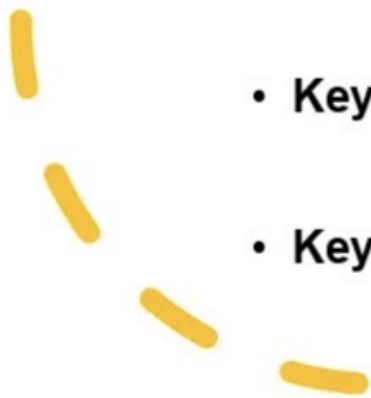
Slack, N. and Brandon-Jones, A. (2023) *Operations and Process Management: Principles and Practice for Strategic Impact*. Harlow: Pearson.

Cause-and-Effect diagram





Key Findings

- Detail and discuss the key findings from your presentation:
 - **Key Finding 1:** Main reason of stagnation is lack of footfall
 - **Key Finding 2:** operating costs skyrocketed causing thinner profit margins
 - **Key Finding 3:** its not as efficient because it lacks newer tech such as delivery
 - **Key Finding 4:** picking up the phone can make or break a company
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Reference List:

Ishikawa, K. (1986) *Guide to Quality Control*. Tokyo: Asian Productivity Organization.

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Thank you for listening



