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# **Presentation overview**

- Basil's bakery and its challenges
- PESTEL critique and application
- Cause and effect - critique and application
- Key findings

# **The history of basils bakery**

- Independent bakery in coventry
- Established in 2015
- Selling cakes, pastries and bread
- Using high quality organic ingredients
- Sales = 25% below 2019
- Key issue : stagnant sales

# **Problems facing basils bakery**

Question we can ask ourselves is why have sales stagnated ?

We have external and internal reasons

## **external**

- Decrease in retail footfall
- Shop closures and job losses
- Home work
- Increase operating costs

## **Internal**

- No delivery service
- Pre order difficulties
- Reliance on physical customers

# PESTEL Critique

## Pestel Framework

### Purpose

- Analyse the external environment, PESTLE examines Political, Economic, Social, Technological, Legal and Environmental forces shaping performance **Simon Buehring 2026**
- Political - economical - social

### Benefits

- Structured analysis
- Identifies opportunities

### Limitations

- Mainly externally focused
- Environment changes quickly

# PESTEL applied

|               |                                |
|---------------|--------------------------------|
| PESTEL        | Basils bakery                  |
| Political     | Government/business policy     |
| Economic      | Increase costs + weaker demand |
| Social        | Hybrid working                 |
| Technological | Delivery and online ordering   |
| Environmental | Organic supply uncertainty     |
| Legal         | Food business regulation       |

# **Cause and effect critique**

Cause and effect / fishbone

Purpose :

- Identifies root causes

Benefits :

- Simple and visual

Limitations :

- May oversimplify problems

The root causes revealed can directly imply directions for solutions

Lee, M.-G., Chechurin, L. and Lenyashin, V. (2018).

# Cause and effect applied

Methods :

- Telephone pre orders
- No delivery

Machines:

- Limited ordering technology

People:

- Basil must remain on site

materials :

Organic ingredients

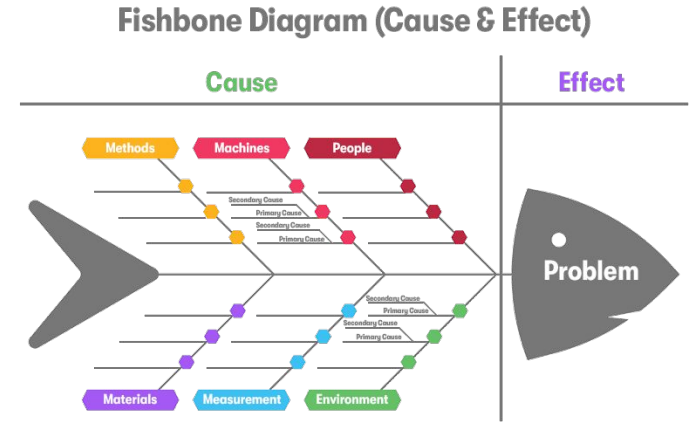
Measurement:

- Sales remain below 2019

Environment:

Closures and hybrid working.

furthermore , by using a fish bone (or cause and effect) diagram, the cause and effect relationships between the problems phenomena become apparent. Yazdani, A.-A. and Tavakkoli-Moghaddam, R. (2012)



# Key findings

1. Sales remain = 25 % below 2019
2. Customer behaviour has changed
3. Current ordering methods limit access
4. Rising costs increase pressure

External change + internal limitations > sales stagnation

# References

- Buehring, S. (2023). *PESTLE Analysis | Knowledge Train*. [online] Knowledge Train. Available at: <https://www.knowledgetrain.co.uk/business-analysis/resources/business-analysis-technique-pestle> [Accessed 7 Oct. 2026].
- Yazdani, A.-A. and Tavakkoli-Moghaddam, R. (2012). Integration of the fish bone diagram, brainstorming, and AHP method for problem solving and decision making—a case study. *The International Journal of Advanced Manufacturing Technology*, 63(5–8), pp.651–657. doi:10.1007/s00170-012-3916-7.
- Lee, M.-G., Chechurin, L. and Lenyashin, V. (2018). Introduction to cause-effect chain analysis plus with an application in solving manufacturing problems. *The International Journal of Advanced Manufacturing Technology*, 99(9–12), pp.2159–2169. doi:10.1007/s00170-018-2217-1.
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# Thank you

Thank you for listening

I hope this has been beneficial and that we were able to gain some knowledge on basil bakery and the history of it also.