

Basil's Bakery

Component 1- Individual
presentation

Student name- **Farah Naz**

Student ID- **2420716**

Lecturer name- **Fatima- Hashmi**

Module code- **LCLM4004**

Module: Problem Solving and Decision-Making



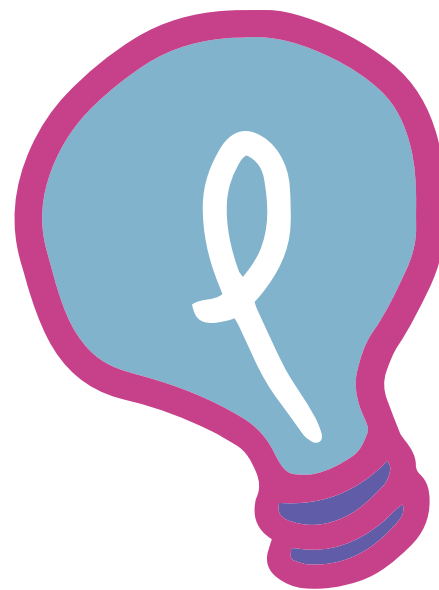
Basil Bakery

Background and problems

- overview of Basil's Bakery
- Nature and scope of the sales problem
- Internal and external factors

PESTEL Analysis

- Purpose of the PESTEL framework
- Benefits and limitations
- Application to Basil's Bakery



Cause and Effect Analysis

- Purpose of the model
- Benefits and limitations
- Fishbone analysis of the root cause

Key Findings

- Main findings from both analyses
- Most significant factors effecting buisness

Basils Bakery overview

Business	Customers	Performance
Independant bakery	Local shoppers	Initial sales growth
Coventry retail park	Retail workers	2020 decline
Established in 2015	Office workers	Partial recovery
Organic products	Warehouse workers	25% below 2019



Insight into problems

Root problem

Stagnation in sales– around 25%
below 2019 levels

Internal factors

- a. No delivery service
- b. Pre-order difficulties
- c. Long waiting times

External factors

- 1. Reduces retail footfall
- 2. hybrid working
- 3. Rising business costs

BBC News, 2026

More control ← Internal | External → Less control

PESTEL FRAMEWORK

What is PESTEL?

A framework used to analyse external factors that may effect a buisness

Benefits

- Simple and structured
- Identifies opportunities and threats
- Supports strategic decision making

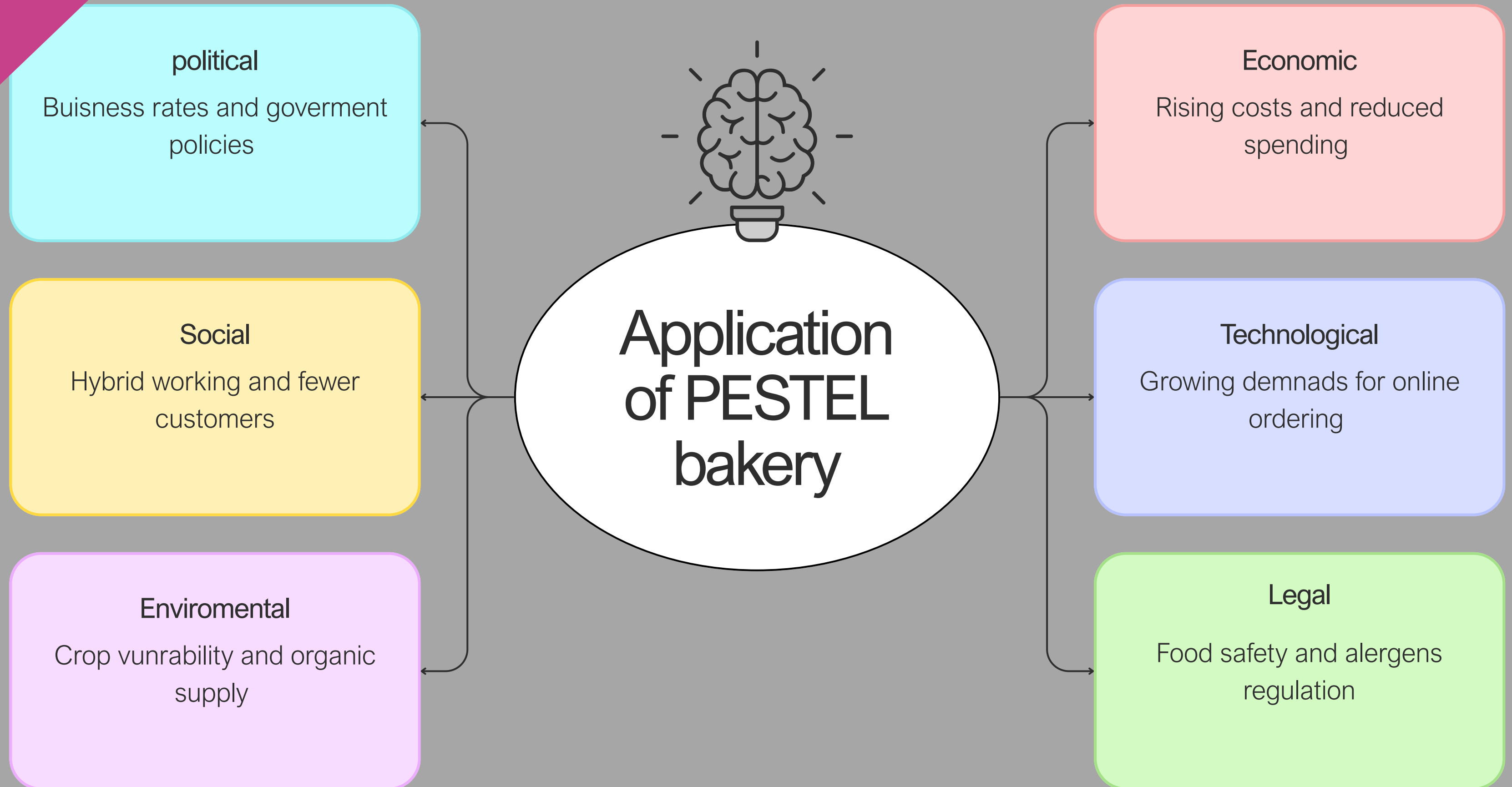
Limitations

- Factors can overlap
- Can become too generic
- Does not rank factors by importance



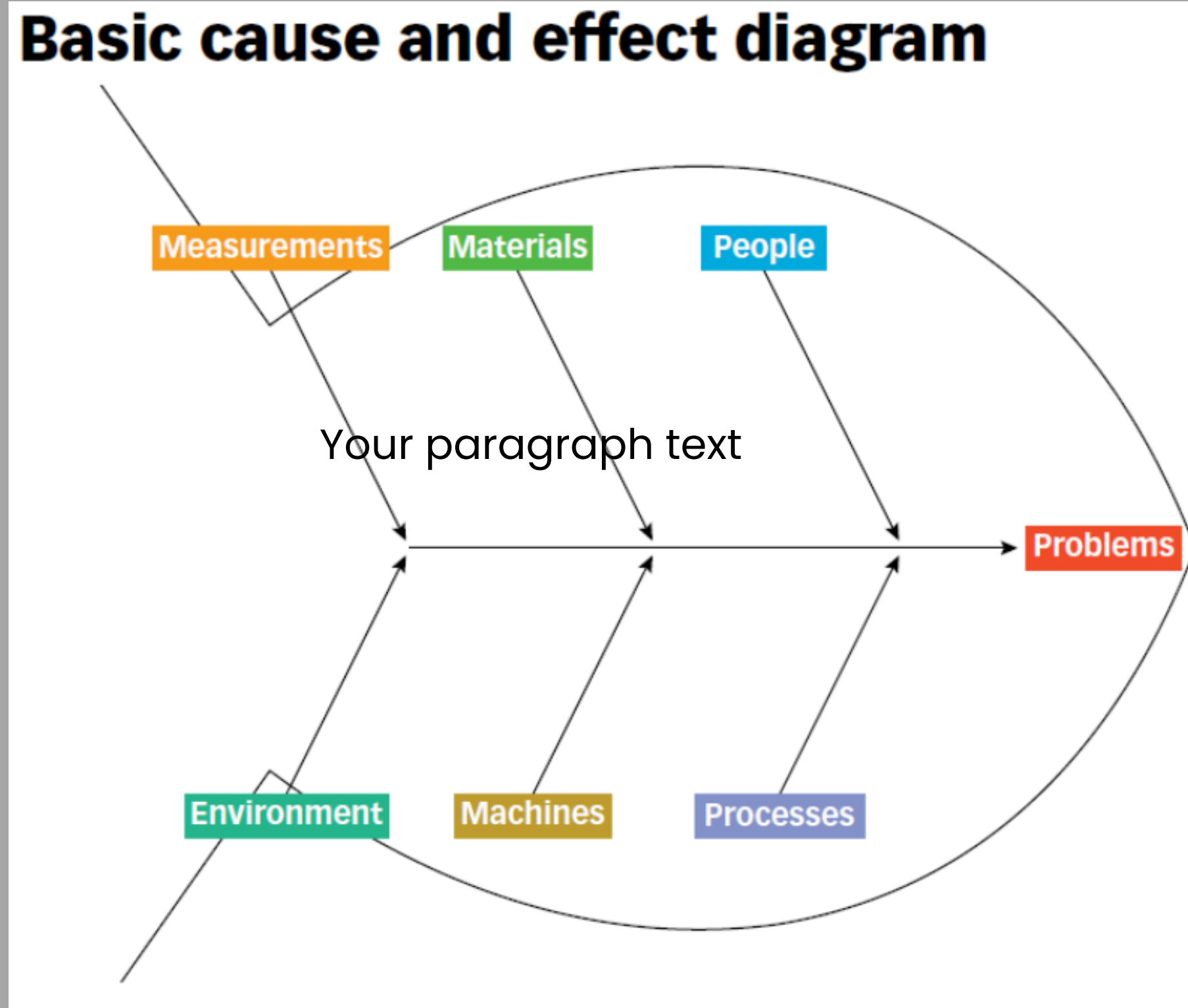
Brooks (2011), pages 1 - 6

6 factors

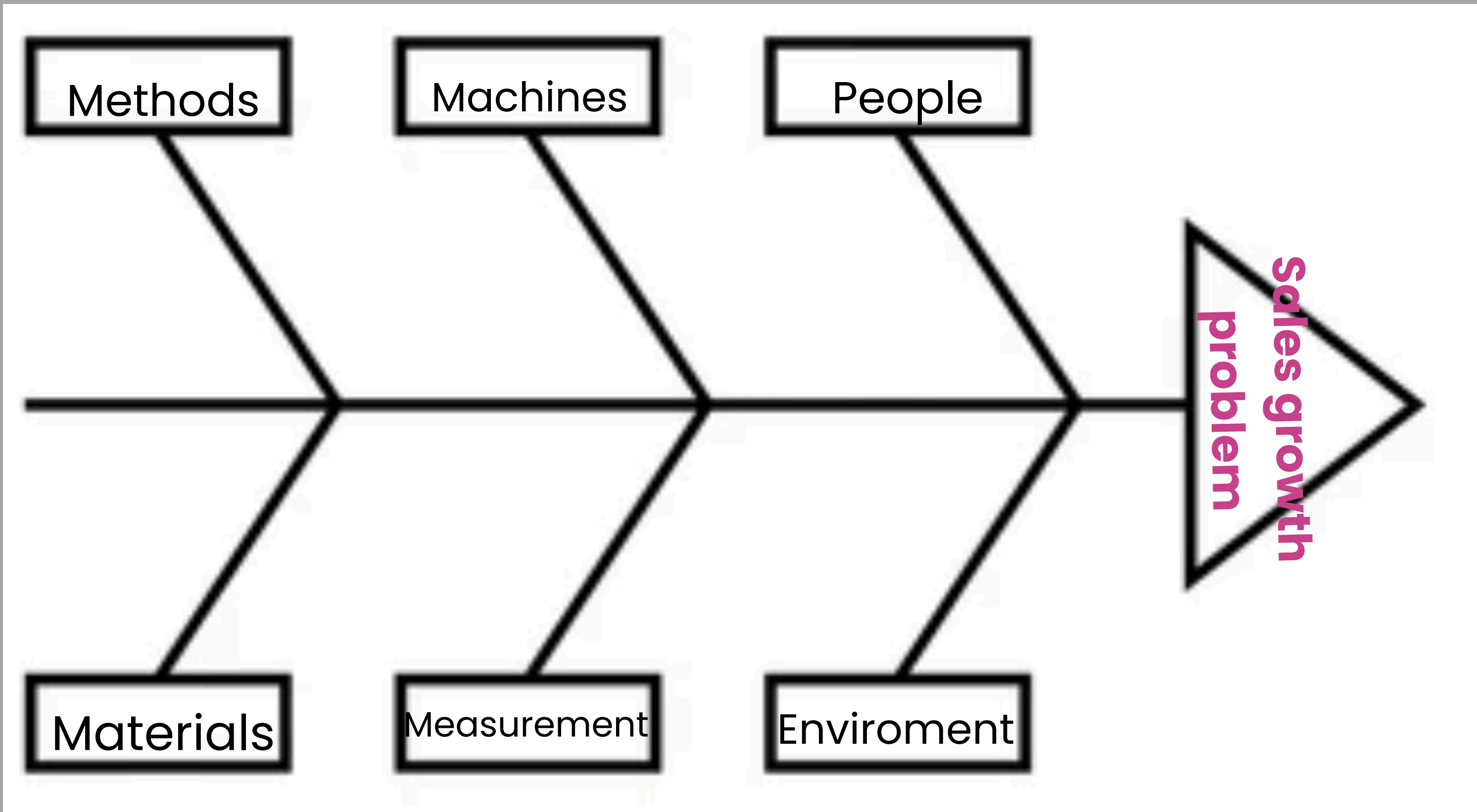


Crew (2026)

Fishbone model



Sproul (2018)



Main problem: Sales approximately 25% below 2019 levels



Key findings- Basil's Bakery

Reduced foot-fall

- Retail park closure and fewer customers

Changing Customer Habits

- Hybrid working reduces lunchtime demand

Operation Limitations

- Delivery and pre-order difficulties

Operation Limitations

- Delivery and pre-order difficulties

Reference list

Brooks, I. (2026) The international business environment : Challenges and changes | WorldCat.Org, Worldcat.org. Available at: <https://search.worldcat.org/title/The-international-business-environment-:-challenges-and-changes/oclc/702845238> (Accessed: 11 October 2026).

Crew, J. (2026) 'Less bread and WFH Fridays – what Pret boss knows about our habits', BBC News, 27 April. Available at: <https://www.bbc.co.uk/news/articles/c8dl3z9878no> (Accessed: 10 October 2026).

Sproull, R. (2018) The problem-solving, problem-prevention, and decision-making guide: Organized and systematic roadmaps for managers. Taylor & Francis.