

Module Title: Problem Solving and Decision Making

Module Code: LCLM 4004

Assessment: Component 2 Report – Basil's Bakery

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Task 1: Overview of Case-study

Basil bakery is a small business situated in Wolverhampton that specializes in selling organic products like bread, cakes and pastries. Although the bakery has a loyal customer base it faces so many challenges which affect its performance and growth. which we can call root problems, these include staffing issues, limited marketing, and lack of online presence (Harrison, 2018; Clark, 2022; Taylor, 2021).

The case study examines how these problems influence customer satisfaction and business operation. It also explores practical solutions, such as creating a website, improving communications and adopting digital technologies to help the bakery remain competitive and achieve sustainable growth (Johnson and Roberts, 2019; Davis, 2020).

Task 2: Two Proposed Solutions

Solution A: Build a website

An effective solution for Basil's bakery is to create a professional online presence which can be achieved through websites. The website can display products, prices, opening & closing hours and offer online ordering (Davis,2020) This helps attract new customers, increases and sales. It also supports digital marketing by linking to social media, although it has initial costs but has long term benefits (Clark, 2022) It strengthens competitiveness, enhances communication with customers and makes a mark in an increasingly digital marketplace.

Solution B: Partner with food delivery platform

Partnering with food delivery platform such as JUST EAT, UBER EATS and DELIVEROO. These platforms are already established so the owner does not have to worry about payment plan or ordering system. Customers can browse products, choose home delivery. customers will have greater convenience because they can order at any time without visiting the store (Lee, 2023) The bakery can attract new customers from wider area. It can boost sales and strengthens Basil's Bakery's competitive position.

Task 3b) Evaluation Results and Justifications

The result of PMI evaluation shows that solution B – Partnering with a food delivery platform is the best option for Basil's bakery. It has several benefits and requires less money to start than creating a new website (Martin 2022) By working with these kind of platforms Bakery can reach more customers and can increase the number of online orders. It also makes ordering more convenient for customers.

The main points considering when comparing the solution were cost, ease of setting up, customer reach and possibility of increasing sales. These factors are important because the bakeries main problem is falling sales and having a limited online presence. Although delivery platform charges commission fees, they can be useful for Basil's because it can attract more customers without having to spend a large amount of money on creating its own website)

Task 4b) Justifications for the Implementation Plan

To introduce the new services without causing problems the implementation plan has been arranged in a clear order. The first step is to research and choose a suitable food delivery platform. This is important because the bakery needs to compare the prices, services and customer reach before making the decision. After choosing the platform the bakery can register and provide the required business information. The next step is to add pictures of the products, prices. This will make it easier for the customers to see what is available to order. To make sure every thing works correctly before it goes live the bakery should test the ordering system. Finally, the bakery can promote the new services on social media to encourage customers to start ordering online. Staff should also be shown how to manage online orders and communicate with customers.

Task 5b) Justifications for the KPI and SMART Objectives

The key performance indicator (KPI) chosen is an increase in an online order. This is important because bakery can check whether partnering with the food delivery company is successful or not. The bakery can check whether partnering with food delivery company is successful by checking the number of online orders.

The SMART objective is to work with a food delivery company and aim to increase Basils Bakery's online orders by 20% over 6 months' time.

It is SPECIFIC because it has a clear aim of increasing online orders through delivery platform.

It is MEASURABLE because the bakery can keep track of its orders and see if they have gone up by 20%.

It is ATTAINABLE because the bakery can use an existing delivery service instead of having to create its own website and delivery system.

It is RELEVANT because getting more online orders could help the bakery attract more customers and improve sales.

It is TIME- BOUND because the bakery has six months to reach the 20% increase. The bakery can also check its online orders each month to see whether it is making progress. this gives the business enough time to identify the problems and make changes if needed.

Task 7) Key Findings

- Using food delivery service can make it convenient and easier for customers to order from the bakery and helps bakery compete with other local businesses. (Taylor, 2021).
- To find its products and place orders more easily the Bakery needs to improve its online presence.
- The bakery aims to increase online orders by 20% within 6 months. Which gives it a clear target to measure its progress.
- Partnering with a food delivery platform could help the bakery reach more customers without having to create its own website and delivery system (Lee, 2023).

Reference List

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Davis, R. (2020). *E-commerce and Small Business: Opportunities and Challenges*. *International Journal of Business Management*, 15(2), 100-115.

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Martin, T. (2022). *Evaluating Food Delivery Services: A Financial Analysis for Small Businesses*. *Journal of Entrepreneurial Finance*, 11(4), 33-50.

Smith, R. (2020). *Marketing Strategies for Small Organic Bakeries*. *Journal of Food Marketing*, 14(2), 76-89.

Taylor, S. (2021). *The Benefits of Digital Marketing for Local Food Businesses*. *Journal of Food and Technology*, 6(3), 29-40.

Appendices

Appendix 1 – Task 3a

PMI Evaluation Table

<u>Solution A: Building a website</u>		
Plus	Minus	Interesting
Reach more customers	Monthly payment (hosting cost)	Opportunity to sell products online
Total control over branding		Customer data can be used to understand buying habits.
24/7 accessibility	Website developing cost	Can integrate click & collect and online ordering
Online ordering increases convenience	Risk of technical issues	Can collect customers reviews and feedback
Can attract more customers.		

<u>Solution B: PARTNER WITH FOOD DELIVERY PLATFORM</u>		
Plus	Minus	Interesting
Convenient for busy customers.	Dependence on third party.	Orders rely on third party delivery service.
No need to develop a website.	High competition with other bakeries.	Can attract new customers.
Reaches more customers beyond local area.	Delivery platforms charge commission fees.	Increase brand awareness.
		Customer rating is key.

Increased sales through home delivery service.		
Easy for customers to order from home.		
TOTAL: 5	TOTAL: 3	TOTAL: 4

Therefore: Overall Total for Name (for Solution B) = 11

Reference:

De Bono,E(1992) serious creativity: Using the Power of Lateral Thinking to create New ideas. New York: Harper Business.

Appendix 2 – Task 4a

Implementation Plan

Name the problem you are solving:

Name the solution you are implementing:

	WHAT	HOW	WHEN	WHO
1	Choose a suitable delivery platform	Compare platforms based on fees, delivery service and customer reach	Week 1 3 rd July-10th July 2026	Bakery owner/manager
2	Set up the bakery account	Register the business and add products, prices and photos	Week 2	Bakery owner + platform support
3	Launch online ordering	Promote the new delivery service through social media, posters and instore advertising	Week 3	Bakery staff

4	Monitor and improve orders	Check online sales, customer feedback and delivery performance	Week 4 onwards	Bakery owner/manager
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REFERENCE

Open University(n.d.) what is an action plan? OpenLearn.Available at:<https://www.open.edu/openlearn/mod/oucontent/view.php?id=64031§ion=2>

(Accessed:11 August2026).

Appendix 3 – Task 5a

The Key Performance Indicator is: increase in online orders.

Specific	Measurable	Attainable	Relevant	Time-Bound
Partner with food delivery platform to increase Basil's Bakery online orders.	Aim to increase online orders by 20%	The bakery can use an existing delivery platform without need and increase by building its own website.	More online orders can help the bakery reach new customers and increase sales.	Achieve the 20% increase within 6 months.
Focus on encouraging customers to order online.	Check the number of online orders before and after using the delivery platform.	Social media can be used to promote the delivery services.	This can help Basil's bakery to make its products easier to access sales.	Check the online orders each month to check the progress towards the 6-month target.

Reference:

Chartered institute of personal and development (CIPD)(2025) Checklist: Agreeing SMART objectives. Available at: CIPD SMART objectives checklist

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