

The background is a light cream color, decorated with various stylized breads and pastries in shades of brown, tan, and beige. These include a braided loaf in the top left, a round loaf with white seeds in the top center, a plaid-patterned loaf in the top right, a chocolate chip cookie in the middle right, a large round loaf with white seeds in the middle right, a chocolate chip cookie in the middle left, a chocolate chip cookie in the bottom right, a round loaf with white seeds in the bottom left, a chocolate chip cookie in the bottom center, and a chocolate chip cookie in the bottom right. The text "Basil's Bakery" is centered in a dark brown, rounded, sans-serif font. The word "Basil's" is on the top line, and "Bakery" is on the bottom line. The word "Bakery" is set against a light brown, textured brushstroke background. There are also two small, stylized exclamation marks on either side of the text.

Basil's Bakery

Basill's Bakery



Module Name: Problem Solving and Decision Making

Module code: LCLM4004

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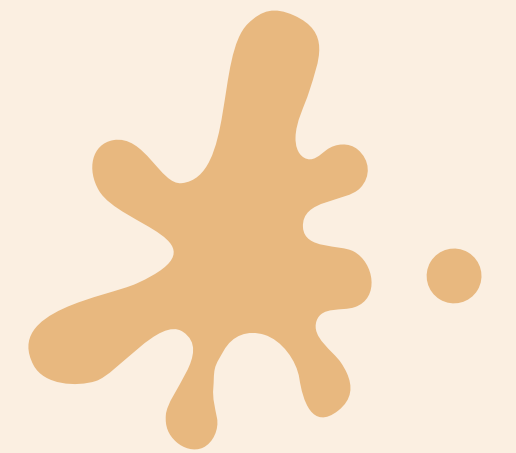
Assignment 1: Presentation





Overview

- Introduction
- Company background
- Problem: nature and scope
- PESTLE ANALYSIS: Basil's Bakery
- Cause and effect analysis: Fishbone diagram
- Conclusion
- References





Introduction

- Basil's Bakery has built a strong reputation by providing high quality baked products and excellent customer service.
- How PESTLE analysis was used to identify external factors.
- Launching a home delivery service to reach a wider customer and increase revenue.
- These strategies will help the bakery remain competitive.



Company background

- Basil's Bakery
- Founded in...*2015*
- Owners: *Basil*
- Located in Coventry , UK
- Products: Organic cakes , pastries and breads
- Target Customers: Local residents, office, workers and families.



Problem: nature and scope

Basil's Bakery

What: *Low sales*

Who: *Basil and customers*

Where: *Retail Park Coventry*

When: *2020 restrictions for lockdown*

Why:

- *Decreasing sales because most people work from home*
- *Not offer delivery service*
- *Do not answer the phone in busy periods*

How: *Customers is not able to order online*

How much: *Sales 25% below 2019*



PESTLE ANALYSIS: Basil's Bakery

POLITICAL

- *Government Policies can influence the price of ingredients such as flour, sugar and butter.*
- *Taxes and business rates affect the bakery's expenses and profitability.(bakeryinfo.co.uk, 2025)*

ECONOMIC

- *Consumer spending affects how much customers may buy when household budgets are tight.*
- *Inflation increases the cost of ingredients, packaging, rent and utilities.*

SOCIAL

- *Customers are becoming more health-conscious and may prefer healthier bakery products.*
- *Cultural diversity creates demand for a wider variety of baked goods. (Buehring. ,S 2023)*



PESTLE ANALYSIS: Basil's Bakery



TECHNOLOGICAL

- *Modern baking equipment increases production speed and improves quality.*
- *Online ordering and delivery services make purchasing more convenient.*

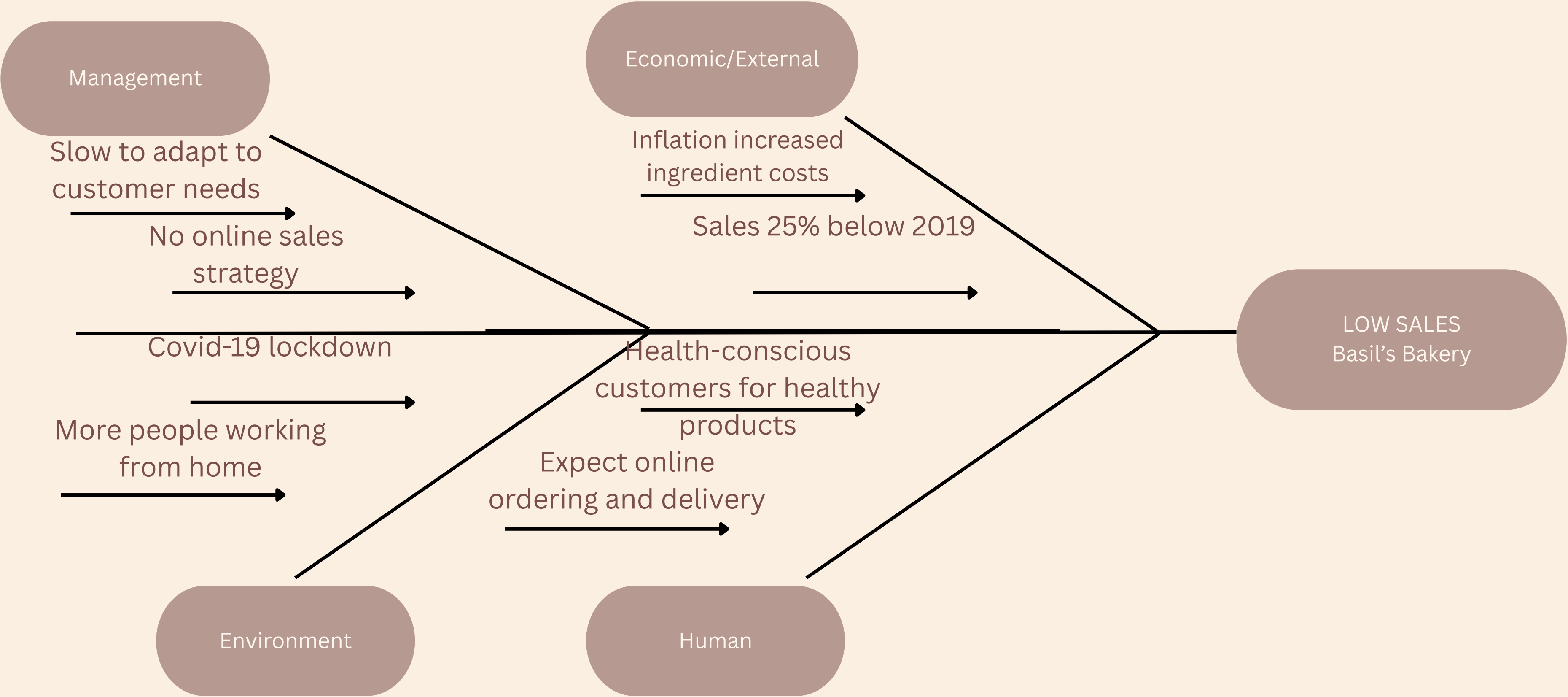
LEGAL

- *Food safety and hygiene regulations require bakeries to ensure that products are prepared, stored and sold safely.*
- *Food labelling laws require accurate information about ingredients and allergens.*

ENVIRONMENTAL

- *Waste regulations encourage bakeries to reduce food waste and recycle materials.*
- *Climate change can impact the supply and cost of key ingredients such as wheat, sugar and dairy products. (Buehring. S , 2023)*

Cause and effect analysis (Fishbone diagram)



Conclusion

- Basil's Bakery has built a strong reputation within the local community and continues to benefit from a loyal customer base.
- Since the COVID-19 pandemic, customer footfall has declined, affecting overall sales.
- Changes in consumer preferences and buying habits have had a significant impact on the bakery's performance.
- Increasing operating costs remain a key challenge, placing pressure on profitability.
- The findings from the 5W2H and PESTLE analyses highlight both internal and external factors that the business must address. By responding to these challenges and embracing new opportunities, Basil's Bakery can improve its competitiveness and achieve sustainable long-term growth.



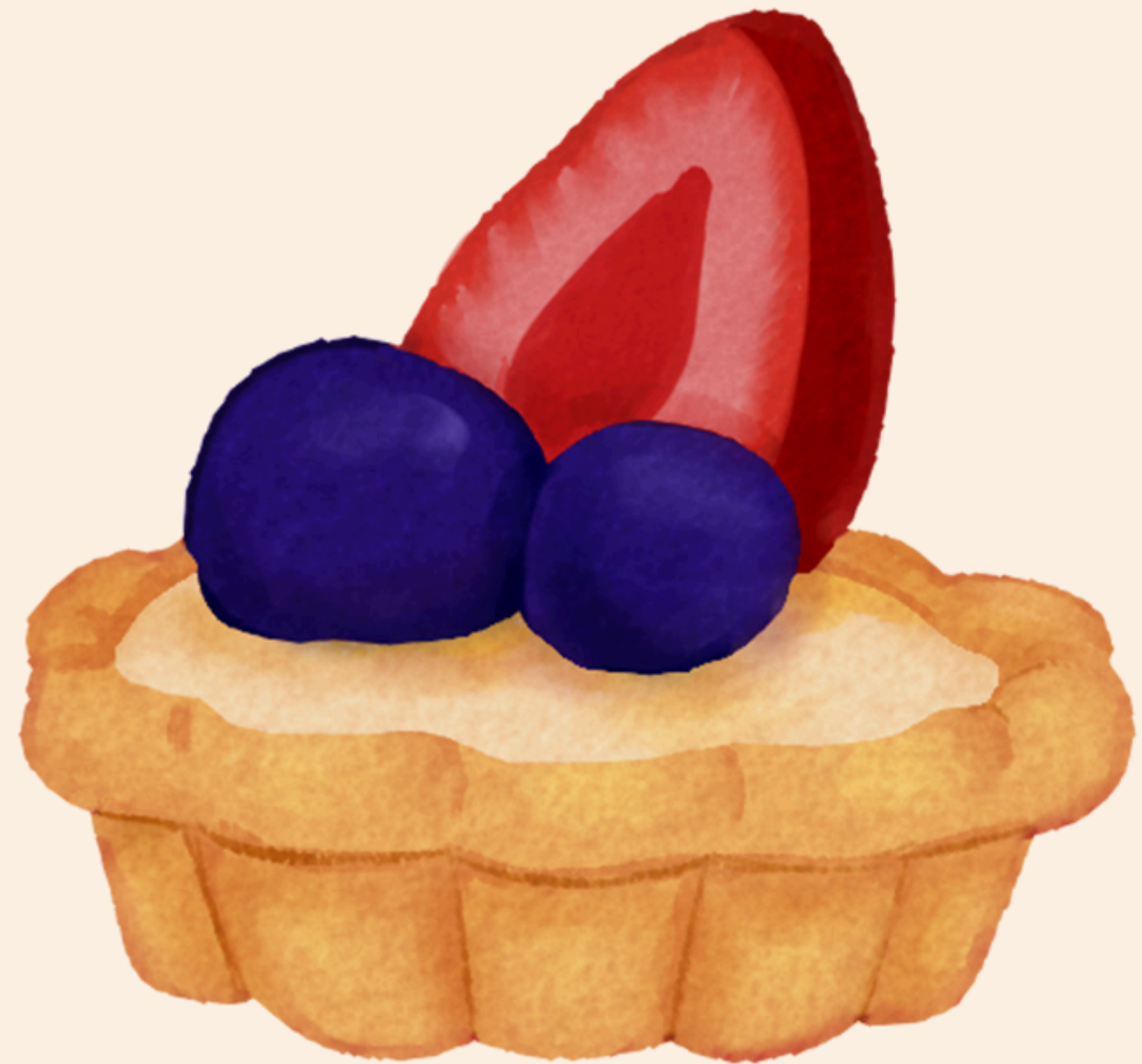


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Thank
You



Any question?