

Basil`s Bakery Case Study

Problem Solving and Decision Making (LCLM4004)

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Tourte NEULE
Bio (LOUPE)

la pièce :

le kilo :

BLÉS PAYSANS
Bio

la pièce :

le kilo :

OVERVIEW

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



Introduction

- Case study about Basil's Bakery
- Independent bakery in Coventry
- Analysis of business challenges
- Problem-solving approaches
- 5W2H, PESTLE and Fishbone Diagram
- Strategic recommendations

Company background



Opened in 2015



Located retail shopping park



Independent artisan bakery



Serves shoppers and workers



Organic ingredients used

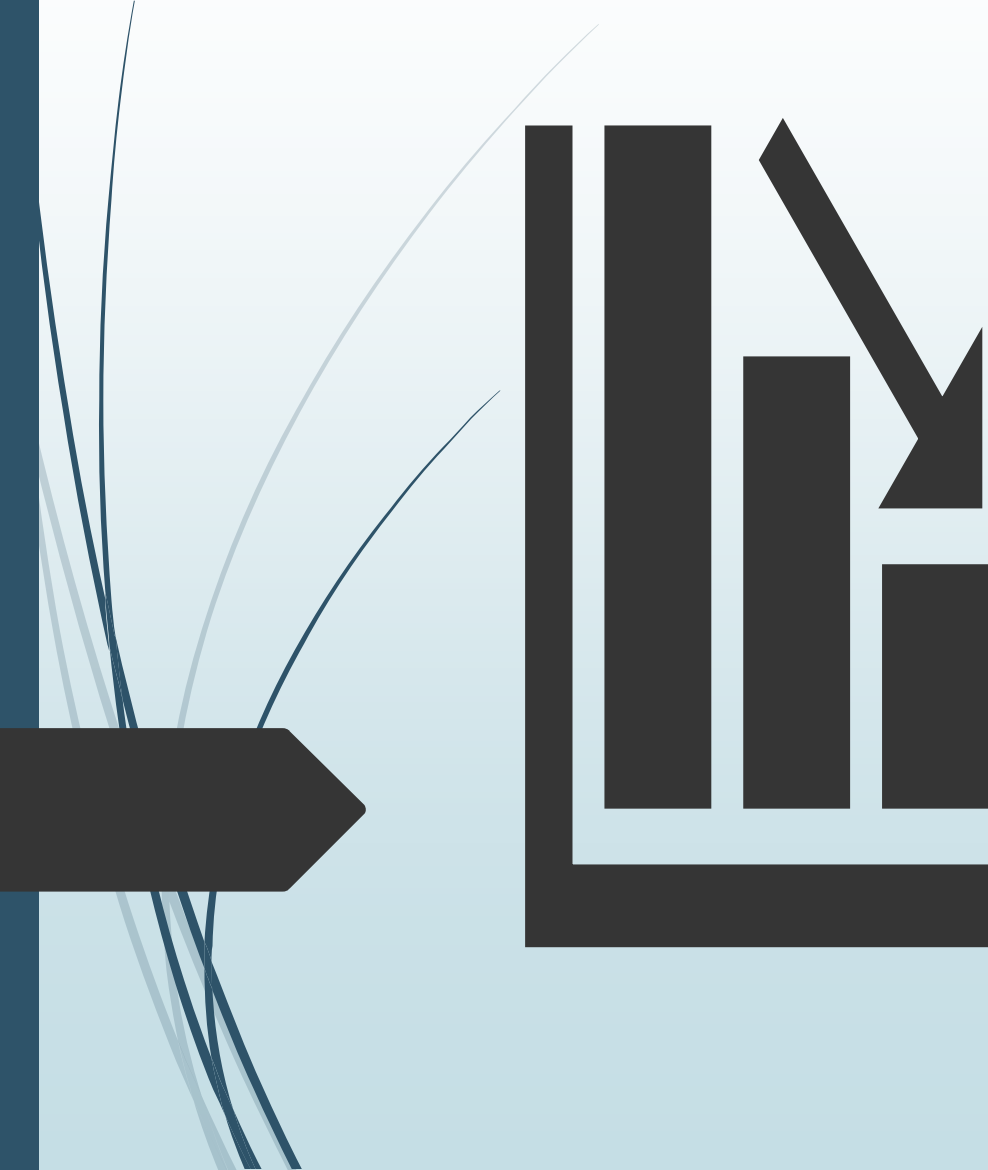


Sales declined after COVID

Problem: nature and scope

- Sales remain below 2019
- Footfall has reduced
- Office workers stay home
- Customers request delivery
- Long waiting times
- Business costs increased

5W2H Analysis



- **What:** Sales have stagnated
- **Why:** Less customers visiting
- **Where:** Coventry retail park
- **When:** Since 2023
- **Who:** Basil and customers
- **How:** Reduced traffic
- **How much:** 25% drop

POLITICAL

Business rates increased

ECONOMIC

Inflation increased costs

SOCIAL

Hybrid working reduced visits

TECHNOLOGICAL

No delivery system

LEGAL

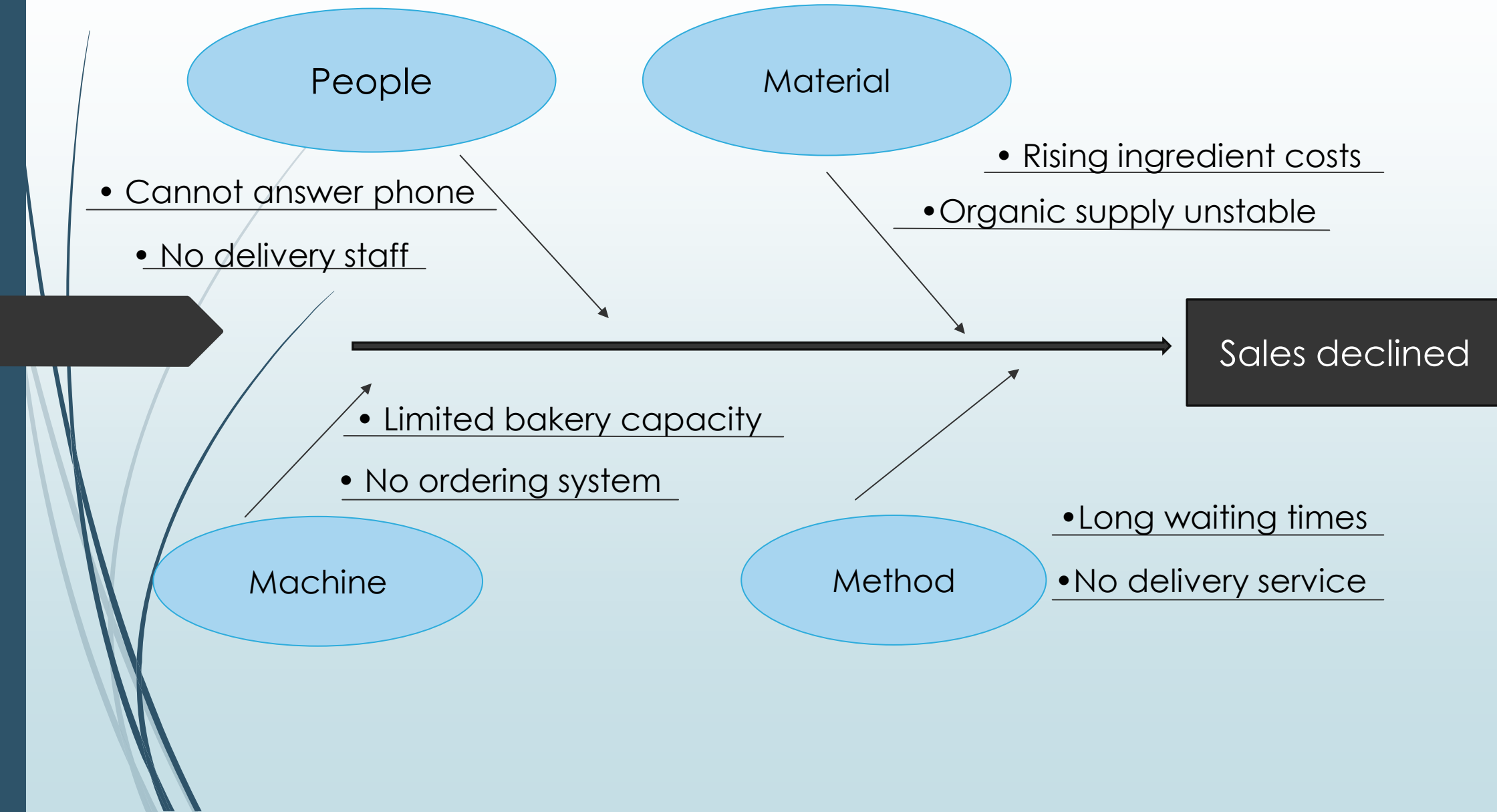
Food safety compliance

ENVIRONMENTAL

Organic crops unpredictable

PESTLE ANALYSIS: Basil's Bakery

Cause and effect analysis (Fishbone diagram)



Conclusion

- Customers behaviour changed
- Hybrid work reduced demand
- Costs continue increasing
- Delivery service required
- Digital ordering needed
- Business can recover

References

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Questions

THANK YOU

