

Module name: Problem Solving and Decision Making

Module code: LCLM4004- London

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Assignment 1: Analysis and Recommendations: Basil's Bakery

Overview

- Introduction
- Company Background
- Problem: Nature and Scope
- 5W2H Analysis
- PESTLE Analysis
- Cause and Effect Analysis (Fishbone Diagram)
- Conclusion
- References



Introduction

Aim of this presentation:

- Analysis of the problem affecting Basil's Bakery.
- Use business tools to find and understand their causes.
- Examine both internal and external factors.
- Suggest possible ways to improve the business.
- Based on the case study provided.

(Basil's Bakery Case Study, 2026).



Company Background

- **Basil's Bakery**
- Small independent bakery.
- Located in a retail park in Coventry, UK.
- Opened in 2015.
- Owner: Basil.
- Sells artisan bread, cakes and pastries.
- Uses high-quality organic ingredients.
- Customers include local shoppers and office and warehouse workers.

(Basil's Bakery Case study, 2026).



? Problem: Nature and Scope

Nature of the problem

- Sales are **25% below 2019**.
- Fewer customers visit the bakery.
- Business costs have increased.

5W2H

What?

Sales have declined.

Who?

Basil, employees and customers.

Where?

Retail park in Coventry, UK.

When?

Since 2020.

Why?

Less customers, home working, no delivery.

How?

Lower customer numbers and higher costs.

How much?

Around **25% below 2019 sales**.

PESTLE ANALYSIS: Basil's Bakery

P

Political

- Business rates
- Food safety regulations



E

Economic

- Inflation
- Higher energy bills
- Expensive ingredients



S

Social

- Home working
- Less lunchtime trade
- Demand for delivery



T

Technology

- No online ordering
- Limited social media
- No digital booking



L

Legal

- Food safety laws
- Health and safety rules



E

Environmental

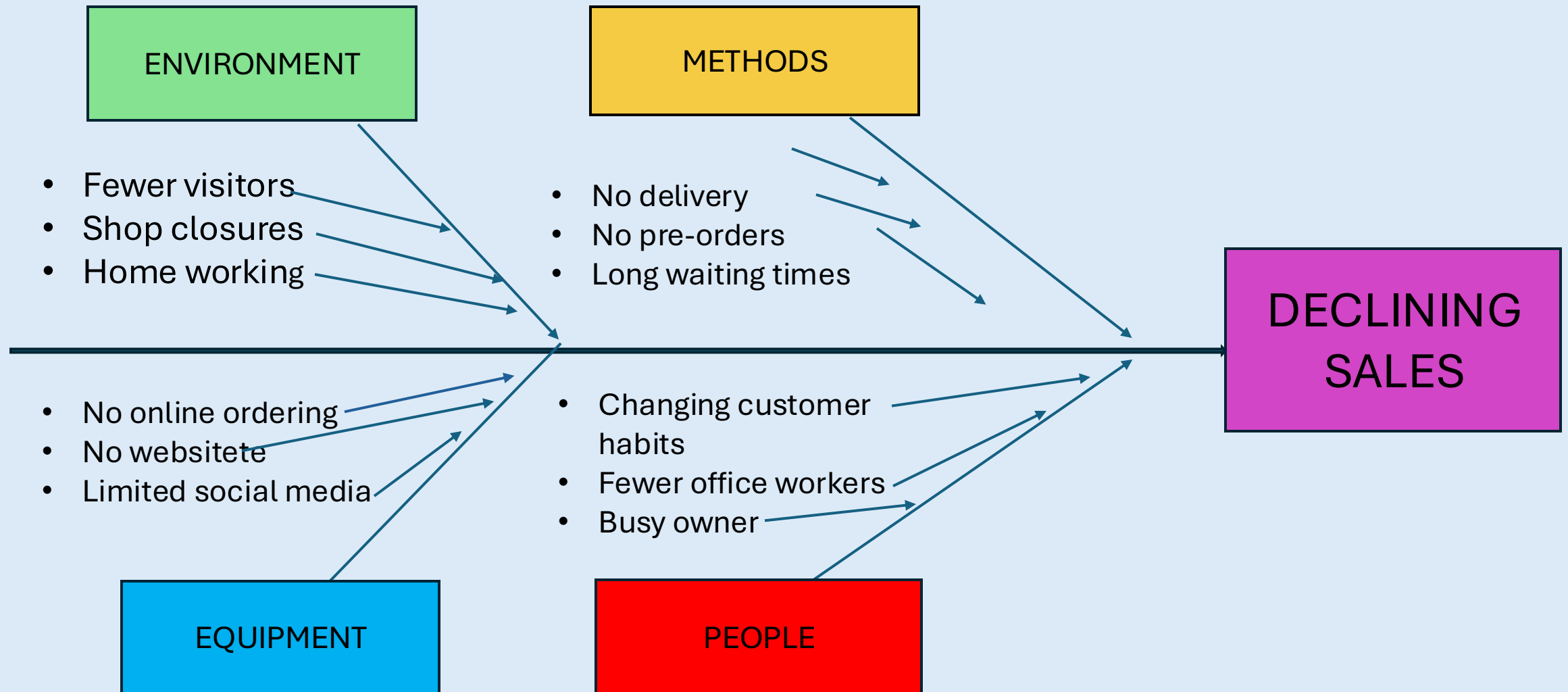
- Organic ingredients
- Weather affects crop supply



(CIPD, 2025; MarketLine, 2026; GOV.UK,n.d).



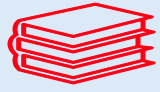
Cause and Effect Analysis (Fishbone Diagram)



(Adair, 2022; Basil's Bakery Case Study, 2026).

Conclusion

- Sales have decreased due to a mix of internal and external factors.
- Main challenges: fewer customers and rising operating costs.
- Reliance on traditional methods is no longer enough.
- Introducing online ordering and delivery would help greatly.
- Better marketing can attract new visitors to the bakery.
- Changes are necessary to secure future success.



References

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