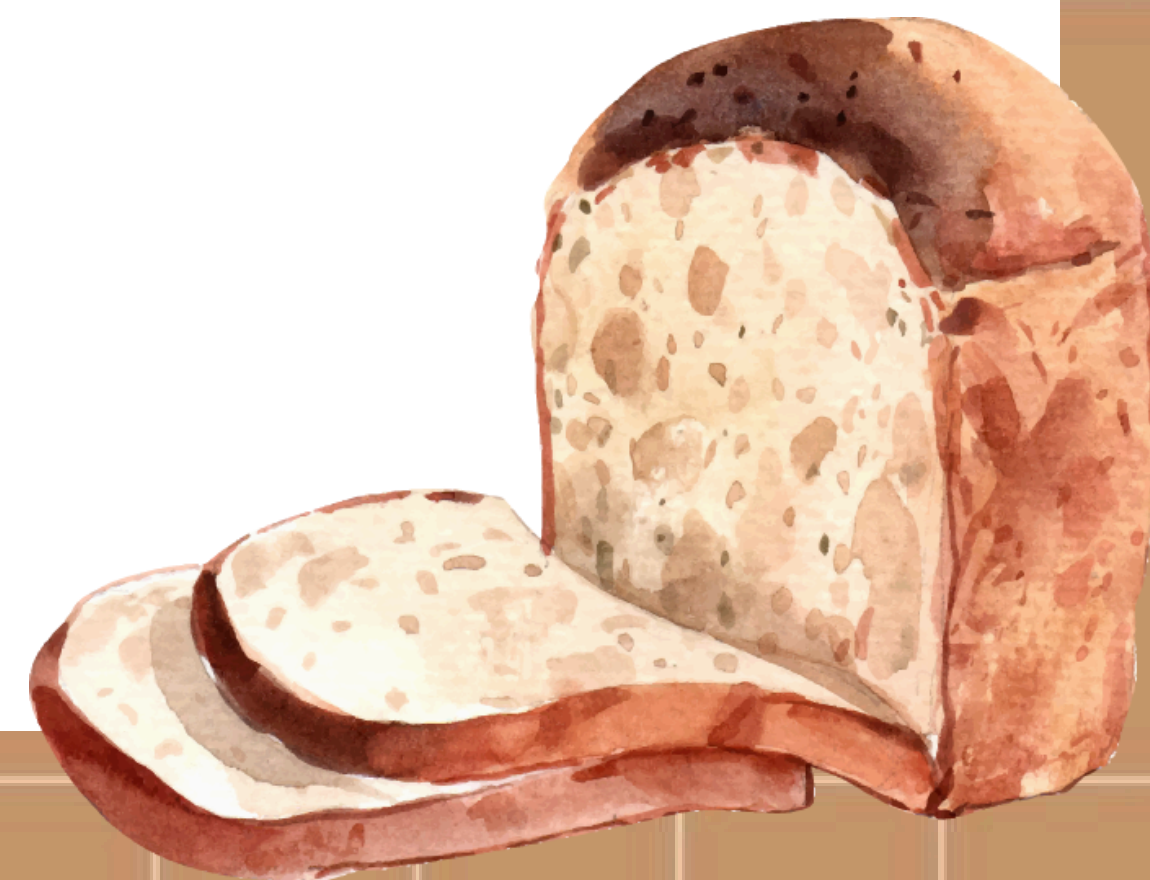




BREAD, PASTRIES, AND MORE



Basil's Bakery



Basil's Bakery

MODULE NAME: Problem solving
and decision making module

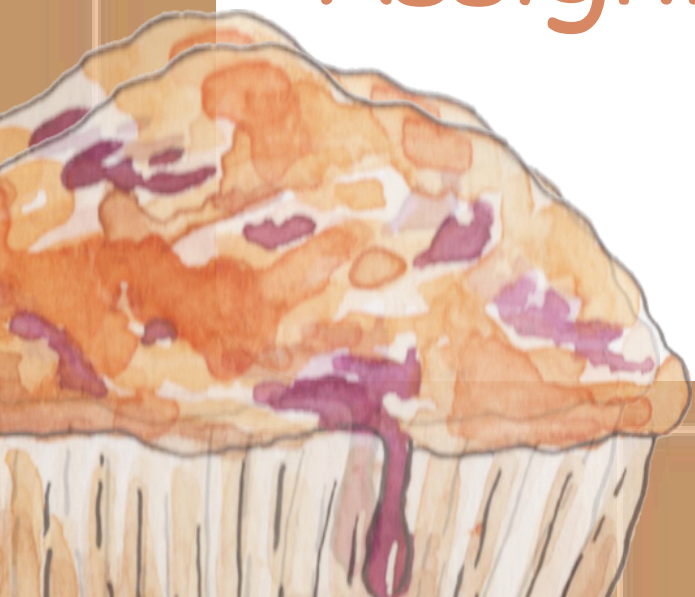
MODULE CODE: LCLM4004

STUDENT NAME: Hennadii Semenov

STUDENT ID: 2524746

LECTURER: Charles Obinwa

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

- Overview of Basil's Bakery
- Small independent bakery in Coventry
- Well-known local business
- Declining customer numbers
- Rising business costs
- Analysis using 5W2H, PESTLE and Fishbone
- Main causes of the business problem
- Understanding the current situation



Company background

- Family-owned bakery in Coventry
- Established in 2015
- Sells bread, cakes and pastries
- Uses fresh local ingredients
- Serves local residents and nearby workers
- Strong local reputation
- Lower customer numbers after COVID
- Higher business operating costs



Problem: nature and scope

5W2H

What: *Lower business income*

Who: *Basil*

Where: *Retail park in Coventry, UK*

When: *After the COVID-19 pandemic*

Why: *Remote working*

No delivery service

Limited pre-order systems

How: *Fewer daily visitors*

How much: *Sales remain below 2019 levels*



PESTLE ANALYSIS: Basil's Bakery

POLITICAL

- Food safety regulations
- Business taxes

ECONOMIC

- Rising ingredient prices
- Higher energy and rent costs

SOCIAL

- More people work from home
- Customers expect convenient services



PESTLE ANALYSIS: Basil's Bakery

TECHNOLOGICAL

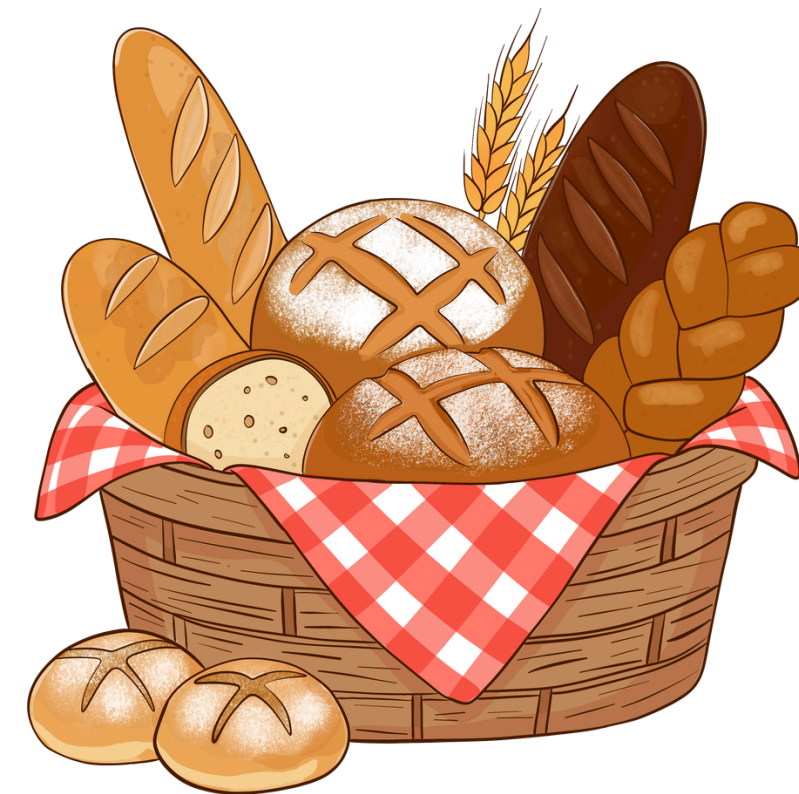
- Limited online ordering
- Weak social media presence

LEGAL

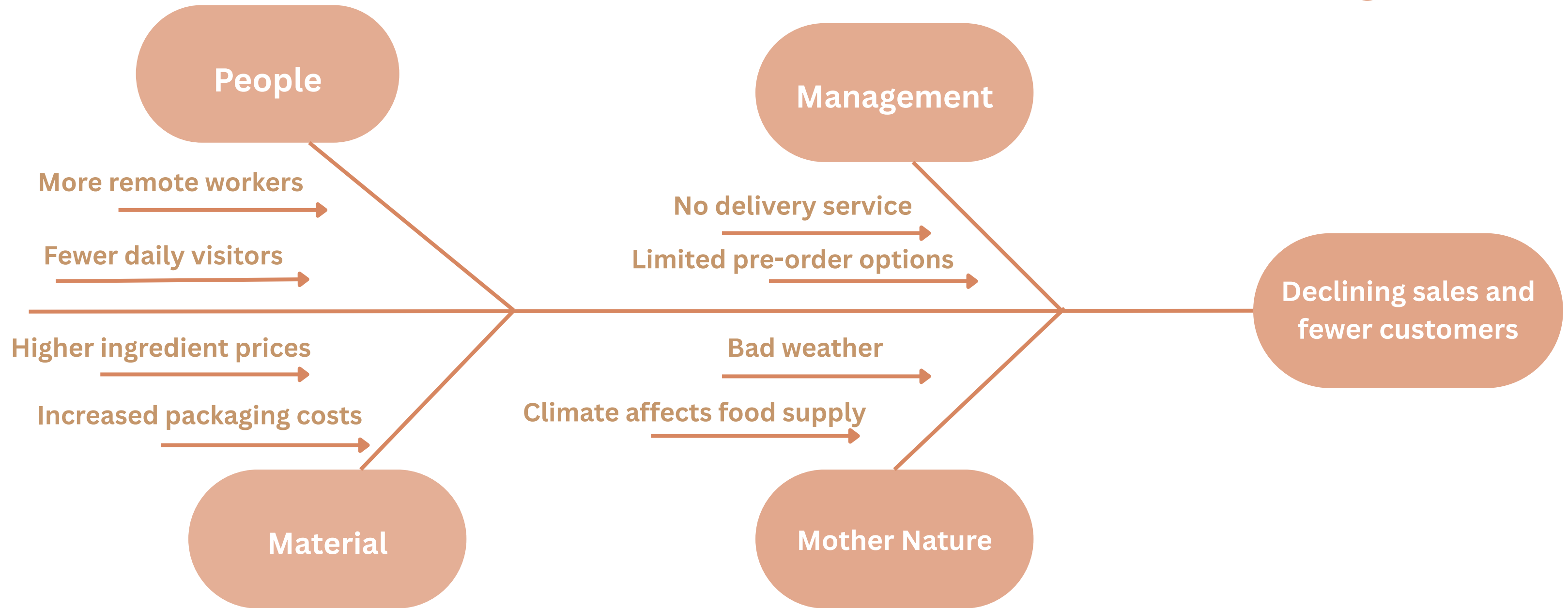
- Food hygiene regulations
- Employment legislation

ENVIRONMENTAL

- Bad weather reduces customer visits
- Climate affects ingredient prices



Cause and effect analysis (Fishbone diagram)



Conclusion

- Basil's Bakery has a strong local reputation
- Customer numbers have decreased
- Business costs continue to rise
- Customer shopping habits have changed
- Internal and external factors affect the business
- 5W2H identified the main problem
- PESTLE and Fishbone explained the causes
- The analysis gives a better understanding of the business situation



Reference

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Thank you

ANY QUESTIONS ?

