



MODULE NAME: Problem Solving and Decision
Making

MODULE CODE: LCLM4004_LON

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LECTURER:

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

- This presentation analyses the business challenges faced by Basil's Bakery.
- The main issue is the decline in sales.
- Different business tools will be used to analysis the problem.
- These include 5W2H, PESTLE analysis and the Fishbone diagram.
- The aim is to identify the main causes affecting the business.
- Finally, I will give recommendations to help improve the bakery.

Company background

- Founded in shopping retail park in Coventry UK in 2015
- Owners: Basil
- Sells organic bread, cakes and pastries
- serves shoppers and local workers
- Basil's Bakery is a small independent bakery.
- Uses high-quality organic ingredients.
- Main customers are shoppers, office workers and warehouse workers.

Problem: nature and scope

5W2H

What: Sales have fallen.

Who: Basil, staff and customers.

Where: Basil's Bakery.

when: Since 2023.

Why: Fewer customers and higher costs.

How: lower sales reduce profits.

How much: Sales are 25% lower than in 2019.

PESTLE ANALYSIS: Basil's Bakery

➤ **POLITICAL**

- Food safety regulations
- Business rates and taxes

➤ **ECONOMIC**

- Inflation
- Higher ingredient and utility costs
- Increased rent and insurance

➤ **SOCIAL**

- More people working from home
- Fewer visitors to the retail park
- Changing customer habits

PESTLE ANALYSIS: BASIL'S BAKERY

➤ TECHNOLOGICAL

- No online ordering
- No delivery service
- Limited digital marketing

➤ LEGAL

- Food hygiene regulations
- Employment laws

➤ ENVIRONMENTAL

- Organic ingredients are more expensive
- Crop failures affect supply and prices



Conclusion

- Sales have declined since 2023.
- Higher costs affect profitability
- Customer behaviour has changed.
- Delivery and online ordering could improve sales.
- Better marketing could attract new customers.

References

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Questions