



MODULE NAME: Problem Solving and Decision Making

MODULE CODE: LCLM4004_LON

STUDENT NAME: Wilson Akyampong

STUDENT ID: 2532847

LECTURER: Anita Nan

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 challenges facing Basil's Bakery, a small independent bakery in Coventry, UK.
- This presentation uses business analysis tools like the PESTLE analysis, and 5W2H to Identify opportunities for growth and recommend strategies to improve performance and sustainability.
- It also uses fishbone diagram to examine the factors contributing to the declining sales and customer footfall.
- **PESTLE analysis**- a tool used to to analyze external factors affecting a business: Political, Economic, Social, Technological, Legal and Environmental factors (CIPD,2024)
- **Sustainability** –the ability of a business to operate successfully over the long term while balancing economic, social, and environmental responsibilities.



Company background

Basil's Bakery

- **Founded in 2015**
- **Owners: Basil**
- **Sells artisan, contemporary-style baked goods, specifically cakes, pastries and breads;**
- **Sourced exclusively from high quality organic ingredients and built its reputation on taste, quality, and convenient location for local customers.**

5W2H

Problem: nature and scope

What:

Basil's bakery is experiencing decline in sales, rising operating costs, reduced customers, and customer demands for delivery and pre-order services is difficult to meet.

Who:

- Basil, the owner of the bakery.
- Suppliers providing organic ingredients.

Where:

The bakery is located in a shopping retail park in Coventry, UK.

Why:

- Some neighbouring shops have closed, reducing customer traffic.
- Rising costs of utilities

When:

- The business opened in 2015

How :

- Reduced footfall has led to fewer customers entering the bakery.
- Remote working has reduced demand from office workers.

How much:

sales were approximately 25% lower than 2019

PESTLE ANALYSIS: Basil's Bakery

POLITICAL:

- Changes in business rates, taxation, and employment regulations (Department for Business and Trade, 2024)
- Government regulations play a vital role in Basil's bakery by ensuring businesses operate legally and responsibly (Smith, 2023).

ECONOMIC:

- Increase in inflation
- Rise in cost-of-living (ONS, 2025)

SOCIAL:

- Increase demand for customer convenience
- Remote working has reduced consumer walk-in experience



PESTLE ANALYSIS: Basil's Bakery

► TECHNOLOGICAL:

- Absence of online ordering and delivery system
- Absence of Customer Relationship Management(CRM) systems

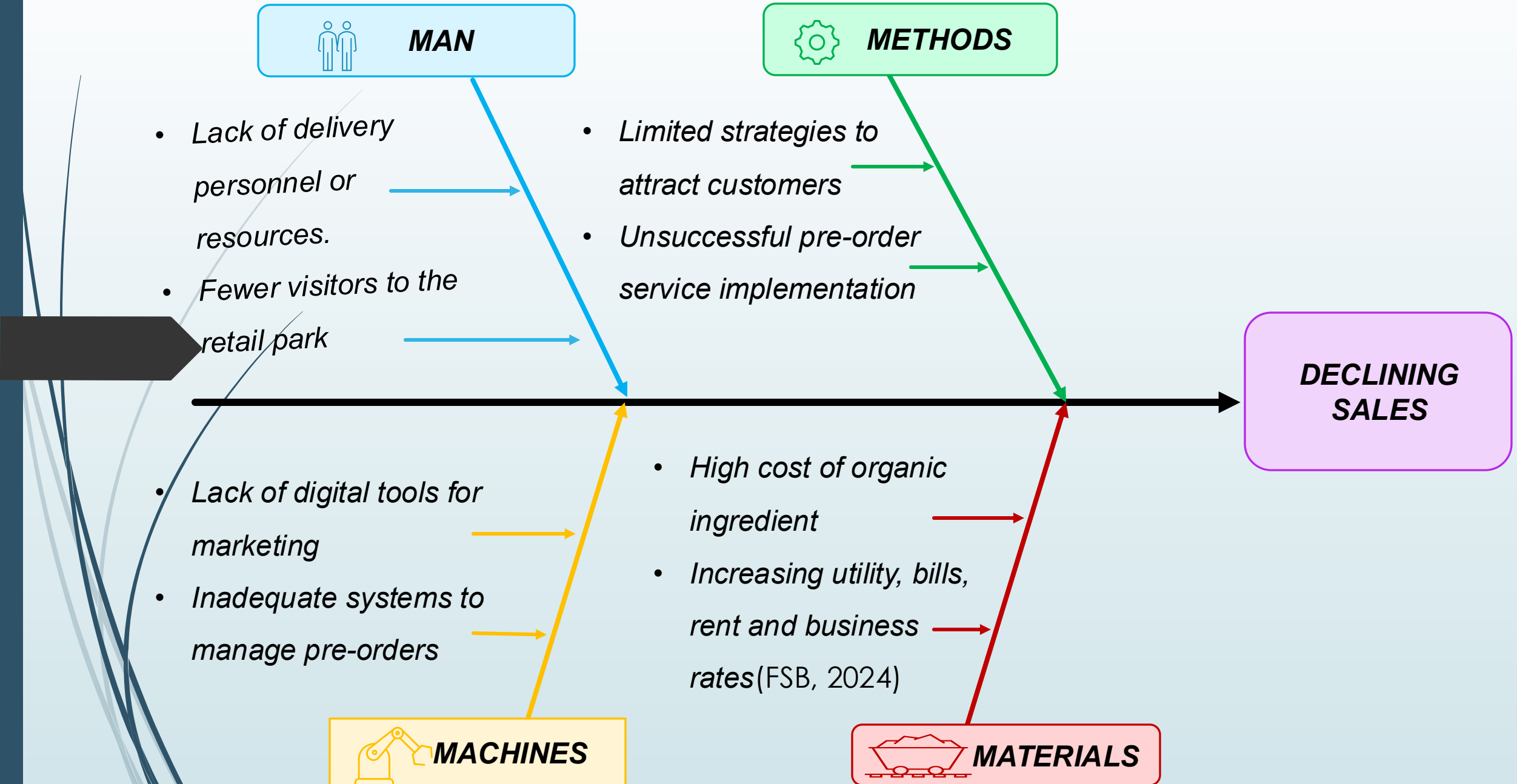
► LEGAL:

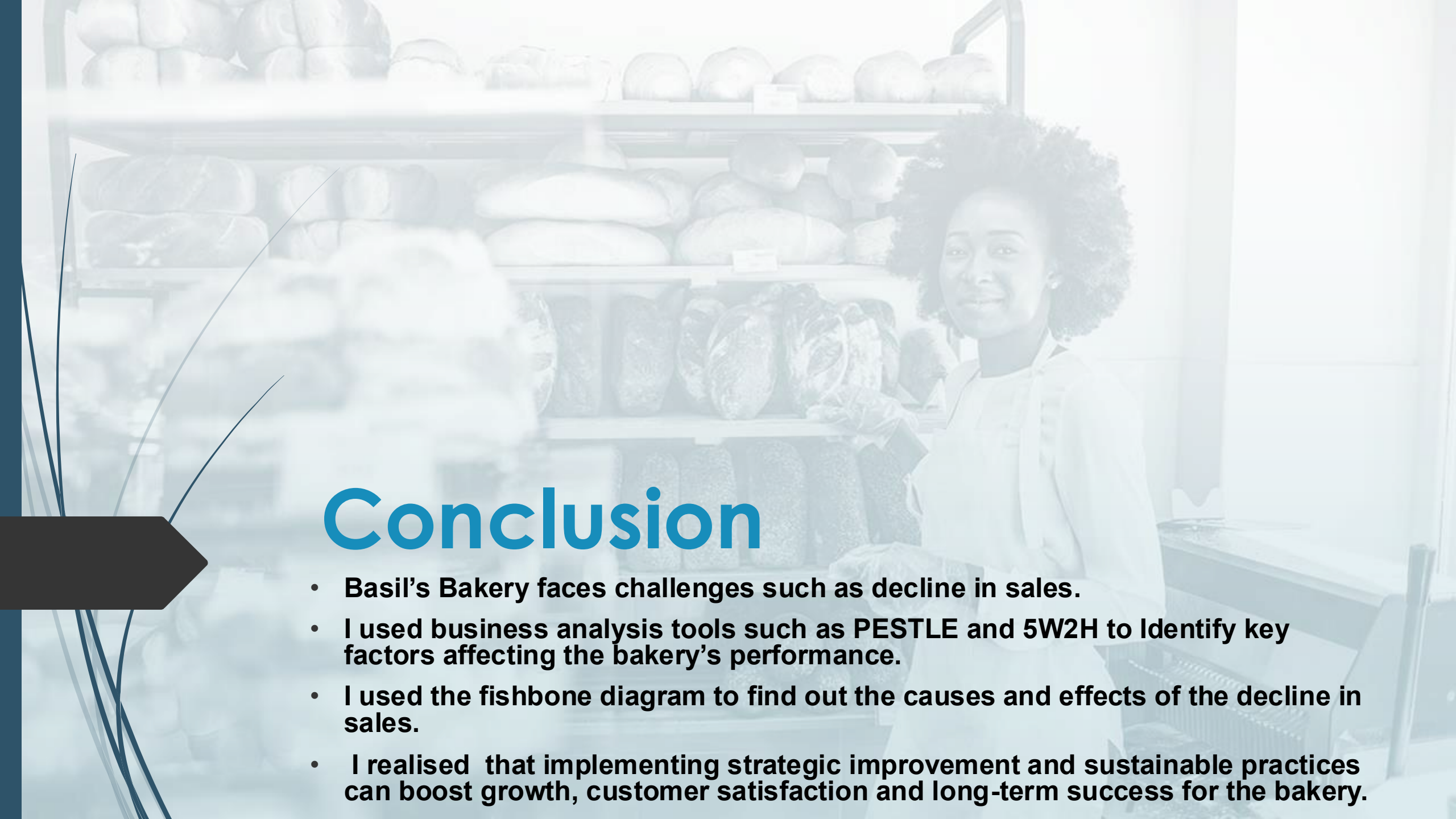
- UK food safety and hygiene legislation
- Employment laws regulating employees and employers

► ENVIRONMENTAL:

- Demand for high-quality organic products
- Consumer demand for sustainable packaging

Cause and effect analysis (Fishbone diagram)



A woman with dark curly hair, wearing a white apron over a light-colored shirt, stands in a bakery. Behind her are shelves filled with various breads, including round loaves and baguettes. The image is faded and serves as a background for the text.

Conclusion

- **Basil's Bakery faces challenges such as decline in sales.**
- **I used business analysis tools such as PESTLE and 5W2H to Identify key factors affecting the bakery's performance.**
- **I used the fishbone diagram to find out the causes and effects of the decline in sales.**
- **I realised that implementing strategic improvement and sustainable practices can boost growth, customer satisfaction and long-term success for the bakery.**

References

Chartered Institute of Personnel and Development (CIPD) (2024) PESTLE analysis. Available at: <https://www.cipd.org/uk/knowledge/pestle-analysis> (Accessed: 8 July 2026).

Department for Business and Trade (2024) Business rates. Available at: <https://www.gov.uk/business-rates> (Accessed: 8 July 2026).

Smith, J. (2023) Business regulations and legal compliance. London: Pearson.

Office for National Statistics (ONS) (2025) Consumer price inflation, UK. Available at: <https://www.ons.gov.uk/economy/inflationandpriceindices> (Accessed: 8 July 2026).

Federation of Small Businesses (FSB) (2024) Small business index and cost pressures. Available at: <https://www.fsb.org.uk> (Accessed: 8 July 2026).



Questions