

MODULE NAME: *Problem Solving and
Decision Making*

MODULE CODE: *LCLM4004_LON*

STUDENT NAME: *Ivanna Futerko*

STUDENT ID: *2532048*

LECTURER: *Anita Nan*

Assignment: *Presentation*



OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Basil's Bakery

Cause and effect analysis: Fishbone diagram

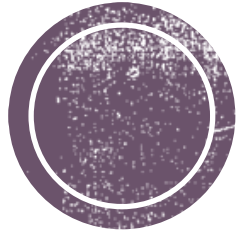
Conclusion

References



Introduction

- ❖ *Basil's Bakery is a local bakery that offers a range of fresh baked goods.*
- ❖ *A PESTEL analysis help identify the external factors that can effect the business. This presentstion focuses on the technological, legal and enviromentl factors.*



Company background



Basil's Bakery

- **Founded in:** *London in 2015*
- **Owners:** *Basil's*
- **Sells:** *Organic artisan bread, cakes and pastries*
- **Location:** *Coventry, UK*
- **Customer:** *Shoppers, retail workers, office workers*

Problem: nature and scope

5W2H

What?: *The problem is a 25% drop in sales since 2019*

Who? : *The owner, employees and customers.*

Where?: *At Basil's Bakery in the local market.*

When?: *Since 2019*

Why?: *Fewer customers visit the bakery, and competition has increased.*

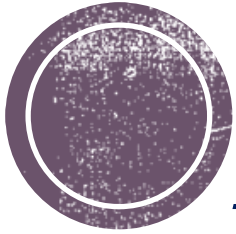
How much?: *Introduce online ordering and delivery services.*

How much?: *Improve social media marketing and offer loyalty discounts.*



PESTLE ANALYSIS: Basil's Bakery

POLITICAL: Higher business rates and taxes for small businesses,
Stricter food hygiene and organic food regulations



ECONOMIC: Rising costs (rent, insurance, ingredients)
Lower sales due to reduced footfall and shop closures

SOCIAL: More people working from home (less daily customers)
Customers want convenience services like delivery and pre-order

PESTLE ANALYSIS: Basil's Bakery

■ ***TECHNOLOGICAL:***

- **Lack of online ordering or delivery system reduced sales opportunities**
- **Customers expect digital solutions (apps, online pre – ordering, automated payment)**

■ ***LEGAL***

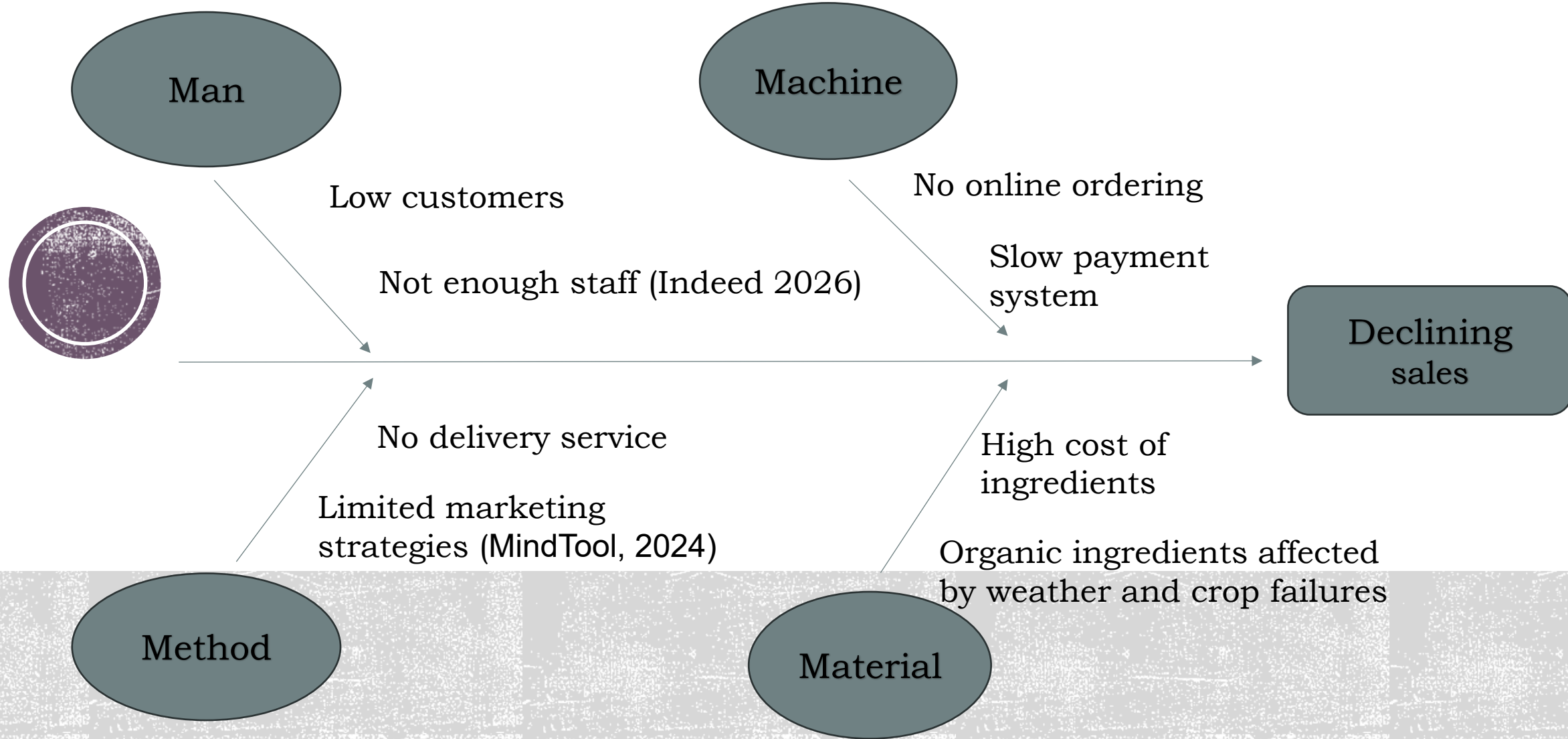
- **Must comply with food hygiene and safety regulations**
- **Employment laws (staff rights, working hours, minimum wage) increase business obligation**

ENVIRONMENTAL

Reliance on organic ingredients affected by weather and crop failures
Pressure to reduce waste and use eco - friendly packaging materials



Cause and effect analysis (Fishbone diagram)



Conclusion

Basil`s Bakery faces several challenges from technological, legal and environmental factors



- **These factors can increase business costs, require compliance with strict regulations, and make daily operations more difficult.**
- **As a result, they may have a negative impact on the bakery`s performance**

References

1. Business Analysis Lecture Notes (2026)– University materials (Basil`s Bakery case study) Available at: [Business Analysis Lecture Notes \(2026\)– University materials \(Basil`s Bakery case study\) – Search](#) (Accessed: 3 July).



2. Heizer, J., Render, B. & Munson, C. (Operations Management textbook) – Fishbone Diagram & Root Cause Analysis (Accessed: 24 June 2026 [Operations Management - Jay H. Heizer, Barry Render - Google Books](#))

3. Investopedia (2024) – PESTEL Analysis Explained Available at: [Investopedia \(2024\) – PESTEL Analysis Explained – Search](#) (Accessed: 6 July 2026)

4. MindTools (2024) *Fishbone Diagram (Ishikawa Cause and Effect)* Available at: [MindTools \(2024\) Fishbone Diagram \(Ishikawa Cause and Effect\) - Search](#) (Accessed: 8 July 2026).

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Questions

