

Basil's Bakery Business Report

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Overview of the Case Study

Basil's bakery is a small independent business that is located in a retail park in Coventry which has been running since 2015 and is known for using high-quality organic ingredients. However, recently the bakery has been experiencing a drop in customer sales, which is starting to become a serious problem for the business. There are a few main reasons for this such as less people visit the retail park, many people now work from home, and more local shops are closing every couple of months. Also, at the same time the cost for bills, rent as well as ingredients have gone up. Basil wants to understand what is causing these problems and find ways to increase sales and keep the business running successfully.

Two Proposed Solutions

To help Basil's Bakery deal with the drop in customers and sales, two possible solutions have been suggested. Both options aim to increase visibility, attract more customers and also to help the bakery to changes in customer behavior

Option 1: Online ordering and delivery service

Basil's bakery could set up an online ordering system such as a website etc. So, customers can place orders for collection or delivery which completely helps customers who work from home or live nearby to buy his products without visiting the shop. This system could also attract new customers to his business, such as customers who prefer convenience. Delivery could be done through third party apps or by hiring a part-time driver depending on the costs.

Option 2: Local Marketing and Partnerships

The bakery could focus itself on promoting the local area such as working with nearby businesses, offering loyalty cards, using social media, and running small events. Activities like these could help to increase awareness of the business and encourage more people to visit the bakery. Basil could also use social media more actively such as posting daily specials or behind the scenes content. Other ideas could be to introduce a loyalty card like "buy 5 and get one free" scheme in order to encourage repeat visits

Both options aim to increase sales and bring in more customers, but both work in completely different ways. One focus on digital convenience while the other builds stronger community connections

PMI Evaluation

Option 1: Online ordering and delivery

Plus:

Makes it easier for customers to buy from home

Reaches new customers outside the retail park

Could increase sales and modernize the business

Minus:

Costs money to set up and also to maintain

Staff need training to manage online order

Delivery reliability could be an issue

Interesting

Could lead to subscription boxes or seasonal promotions

Opportunity to collect customer data for marketing purposes

Option 2: Marketing and Partnership

Plus

Cheaper to start and easier to manage

Builds stronger relationship with the community

Encourages repeat customers

Minus:

Consumes more time to see results

Only targets local customers

Harder to measure success

Interesting:

Could work with cafes or gyms nearby

Helps build a recognizable brand image

Preferred Solution

After comparing and evaluating both options using the PMI technique, the best choice for Basils Bakery is Option 1 which is Online Ordering and Delivery. Although it costs more at first, it directly solves the main problem, which is fewer customers visiting the shop. It also fits modern trends in shopping habits as many people prefer ordering online to going in person. This option could help Basil reach customers who work from home and also those who live nearby but don't visit the retail park often. Option 2 is still useful and could potentially be added later, but online ordering offers faster results and also a bigger impact on sales

Implantation Plan

Task	Descriptions	Responsibility	Resources Needed	Timeline
Research Platforms	Look at different online ordering systems to get an idea	Basil	Internet	Week 1
Choose provider	Pick the best and the cheapest option	Basil	Budget	Week 2
Create online menu	Add descriptions, prices and photos of the products	Basil + Staff	Laptop, Camera	Week 3
Train staff	Teach staff how to use the ordering system	Basil	Training Time	Week 4
Launch service	Promote the new service online and instore	Basil	Posters, Social media	Week 5
Review progress	Check orders and feedback	Basil	KPI data	Week 6 and onwards

Reason for Activities

The reason the plan is spread out over several weeks is that the bakery can introduce the new system smoothly and without any issues. Weeks 1 and 2 will focus on choosing the right platform, which is crucial as Basil has a limited budget. Week 3 is for setting up the

menu so customers can see what they're buying. Week 4 is training staff, so they feel confident and comfortable in using the ordering system. Week 5 is the launch, which needs a good promotion, so customers know about it. Week 6 and onward reviewing the progress and making improvement if needed. This step-by-step approach helps avoid any mistakes and keeps the process organized

KPI and SMART Objectives

KPI:

Number of online orders per month

This KPI shows whether the new online ordering system is successful and if customers are actually using it. Through tracking monthly orders, it will help Basil see if the service is growing or if any changes are needed. For example, the number of orders increases steadily, it means the bakery is reaching more people, and the system is working well. But if the numbers stay low, Basil can look at possible reasons such as poor advertising, technical issues or limited delivery areas and make improvements based on these. The KPI can also be compared with overall sales figures to check if online orders are helping total revenue grow.

SMART Objectives

Specific: Increase online orders through the new system

Measurable: Reach at least 100 online orders per month

Achievable: This is realistic for a small bakery with local customers

Relevant: Online orders directly help solve the problem of low footfall and declining sales

Time bound: Achieve this target within three months of launching the service

SMART Statement – Increase monthly online orders to 100 within three months of launching the online ordering system

To make sure that this goal is achieved, Basil should review order data weekly and check over customer feedback. If the bakery reaches the target early, their next goals could be to increase orders by another 15% or to expand delivery to nearby areas. This keeps the business improving and also ensures the new system continues to support growth

Monitoring and Evaluation

The bakery will monitor the number of online orders each week to see if the KPI is improving. Customer feedback will also be collected in order to find out if the system is easy to use. If orders are lower than expected, Basil can offer discounts or promote the service more on social media in order to try to raise them again. Regular monitoring helps the bakery understand what is working and what needs to change. Basil should also compare monthly sales figures before and also after launching the service to measure improvement. Monthly reviews will look at bigger trends, including total online sales, repeat customers, and whether the bakery is getting closer to the SMART target of 100 orders per month. If the result is positive, the Bakery can consider adding new features such as pre-orders or delivery subscriptions.

Key Findings Summary

- Basil's Bakery is losing customers due to lower footfall and no online service
- Two solutions were suggested: Online ordering and Local marketing
- PMI analysis showed that online ordering is the stronger option
- An action plan was created to help launch the new service
- A KPI and SMART Objective were included to measure success
- Monitoring will help the bakery track and improve the system over time

References Page

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Appendices

Appendix A – PMI Evaluation

Option 1: Online ordering and delivery

Plus:

- Makes it easier for customers to buy from home
- Reaches new customers outside the retail park
- Could increase sales and modernize the business

Minus:

- Costs money to set up and also to maintain
- Staff need training to manage online order
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Interesting

- Could lead to subscription boxes or seasonal promotions
- Opportunity to collect customer data for marketing purposes

Option 2: Marketing and Partnership

Plus

- Cheaper to start and easier to manage
- Builds stronger relationship with the community
- Encourages repeat customers

Minus:

- Consumes more time to see results
- Only targets local customers
- Harder to measure success

Interesting:

- Could work with cafes or gyms nearby
- Helps build a recognizable brand image

Appendix B – Action Plan

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	photos of the products			
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