

Basils Bakery: Analysis of sales

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Problem solving and decision making

Overview

Basils bakery is a organic small business, opened in 2015 and has been successfull until 2019 pandemic came

Ever since sales dropped in 25% and havent recovered since.

Introduction

Through this presentation i will include and show and cover the following points:

1. About the business: Basils bakery is a small independant business that opened in 2015 in coventry
2. The problem: growth of sales was shown with great improvement until 2020, sales started decreasing due to pandemic although havent recovered since
3. Aim and solutions: analyse the causes of reduction in sales and find solution

Nature & scope of problems

- ▶ Loss of customers: since 2019 fewer people visit the retail park, businesses closing every now and then makes the bakery loose out on loyal customers.
- ▶ Most people who would work in offices now work from home less customer base
- ▶ Customers want pre orders due to high waiting time however basils cannot provide and that results in loss of customer
- ▶ There has been a massive incresase in bills, rent and insurance

5W2H

Question	answer
who	Basil(owner), local workers and customers
what	Sales down 25%, and rising costs and declined service requests
where	Coventry, retail park
when	Decreased from 2020 haven't recovered since 2023
why	No new services provided, change of work habits and environment
how	Loosing out on customers + rising of costs and bills = lower sales less profit
How much	Drop in sales of 25% ever since

PESTEL

FACTOR	IMPACT ON BAKERY
POLITICAL	Costs for business and rules locally may change
ECONOMICAL	Today's inflation and throughout the years: bills rising and customers spending out less
SOCIAL	For comfort people order more from home and shop less in person for their own convenience
TECH	Pre order and online deliveries on phones may help however not considered or used yet
ENVIRONMENTAL	Retail park more empty, business based in an environment not busy enough for sales to rise
LEGAL	Higher prices and rules changing

Fishbone

category	causes
customers	Local businesses closed, less customers due to people working from home
operations	No pre orders No deliveries provided
Cost & finance	Higher rents bills Pricey organic products used by bakery
external	Cost of living makes people shop less and other groceries offer similar products for cheaper prices
strategy	No changes to business, no marketing nothing new to offer

Summery and key findings:

- ▶ Drop in sales due to no new services offered
- ▶ Higher costs for business keeps rising
- ▶ Less customers
- ▶ Adding and offering pre order or deliveruy could widen the customer base for the bakery
- ▶ Marketing and advertisement may also have a impact on driving in customers