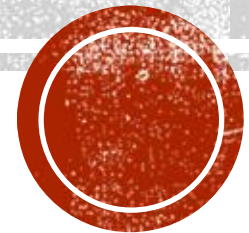
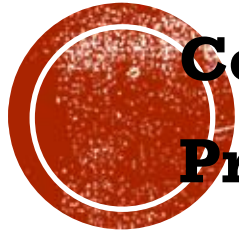


MODULE NAME SOLVING AND DECISION MAKING
MODULE CODE
STUDENT NAME JOSE EDUARDO
STUDENT ID 2528122
LECTURER ANITA NAN
ASSIGNMENT 1: PRESENTATION



OVERVIEW

Introduction



Company background

Problem: nature and scope

PESTLE ANALYSIS: Basil's Bakery

Cause and effect analysis: Fishbone diagram

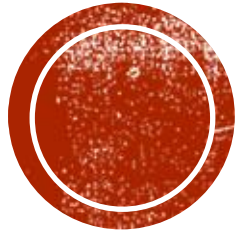
Conclusion

References

INTRODUCTION

What the presentation is about?

Definitions of the concepts you are going to use



BAKERY BASIL



PROBLEM: NATURE AND SCOPE

5W2H

What:Declaning sales

Who:Basil bakery

Where:Basil bakery ,retail car park in Coventry

When:the problem began during the covid-19

Lockdown in 2020

Why:most people working from home because

Of the lockdown and they company decided people to work

From home to reduced the customers

How:reduced customer visit and lower s

How much :they lost around 25%lower than 2019

PESTLE ANALYSIS: BASIL'S BAKERY

2 ideas for each factor

Government lockdown rules in 2020 leading foreclosure that impacted businesses

Employment changes redundancy, local customers reduced

ECONOMIC produce prices increased, and ingredients are impacted and unpredicted due to the weather and crop failures.

SOCIAL customers expectations have changed and evolved due to social interaction. People cook at home more and buy less, including the long waiting times during periods, on top of that health conscious individual support organic and environment products, when it's convenient and accessible.

PESTLE ANALYSIS: BASIL'S BAKERY

- **TECHNOLOGICAL**

- *Lack Of Technology Reduces Efficiency And The Ability To Modernise,customers Expect , Online Shopping Ordering And Payments Trought A Website ,No Social Media Contributes To Lack Of Enganment And More Clients ,This Would Lead To More Sales,creating A Delivery System And Less Time Missing Orders*

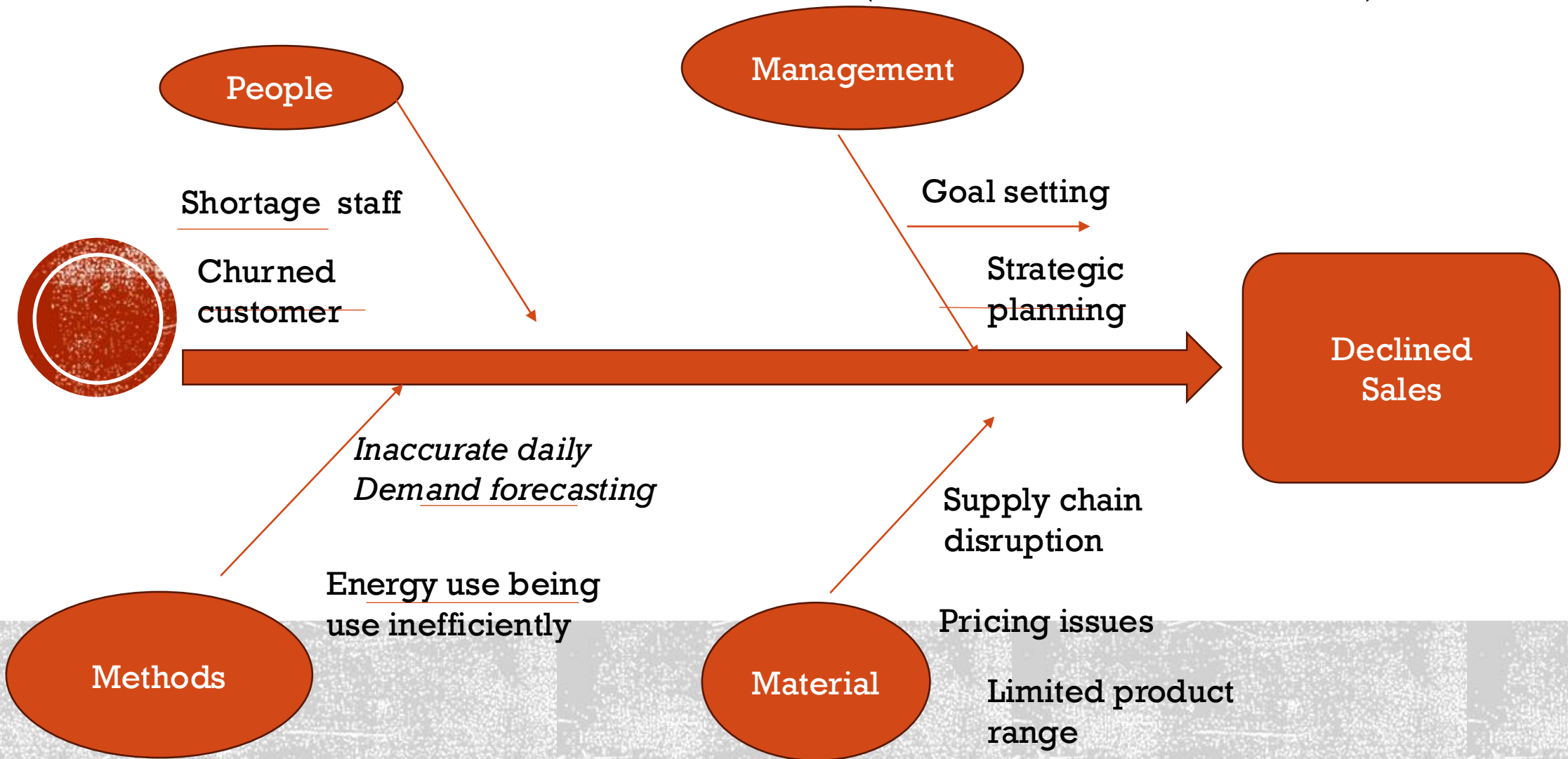
- **LEGAL**

- *There is a standard in the food industry :this relates to where and how the products or ingredients are suppliers ,handled and produced .therefore ,advocation to compliance with*
- *HACCP,FSA ,the 14mandatory allergens ,FBO,EHO,PAL,FIFO,the food and safety act of 1990and now recently Natsha law . The cost of business rates have massive impact on small business ,that lead to layoff ,which has causes and affect on the customer base.*

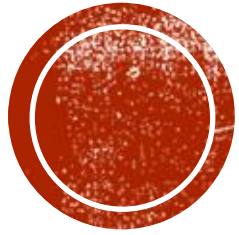
- **ENVIRONMENTAL**



CAUSE AND EFFECT ANALYSIS (FISHBONE DIAGRAM)



CONCLUSION



Basil bakery has faced a sustained decline since 2020, with sales remaining 25% pre-pandemic levels while costs continue to rise.

Reduced foot traffic in the retail park, shop closures, and changing customer habits have weakened the demand.

The business relies heavily on walk-ins and has not adapted to an online ordering system, CRM, delivery, or modern customer expectations.

As a one-person operation, missed calls and long waits further limit growth.

These internal and external pressures have made the current model increasingly unsustainable.

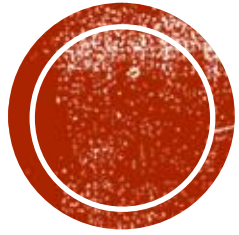
Referring to the PESTLE analysis;

Rising ingredient prices, lockdown, and reduced consumer spending all strain profit. Changes in societal shifts toward convenience

REFERENCES

5 sources

University of wales st trinity David [2026\basil bakery {case study]



{accessed]16\06\2026

House of commons library [2026]the impact of food inflitacion on the cost of living .

A stylized graphic of the words "Thank You" in a vibrant teal color. The text is written in a fluid, cursive script with thick, rounded letterforms. The words are arranged in two lines, with "Thank" on top and "You" below it. The graphic is decorated with several small, four-pointed starburst shapes and tiny teal dots scattered around the letters. The entire graphic is set against a plain white background.

QUESTIONS

