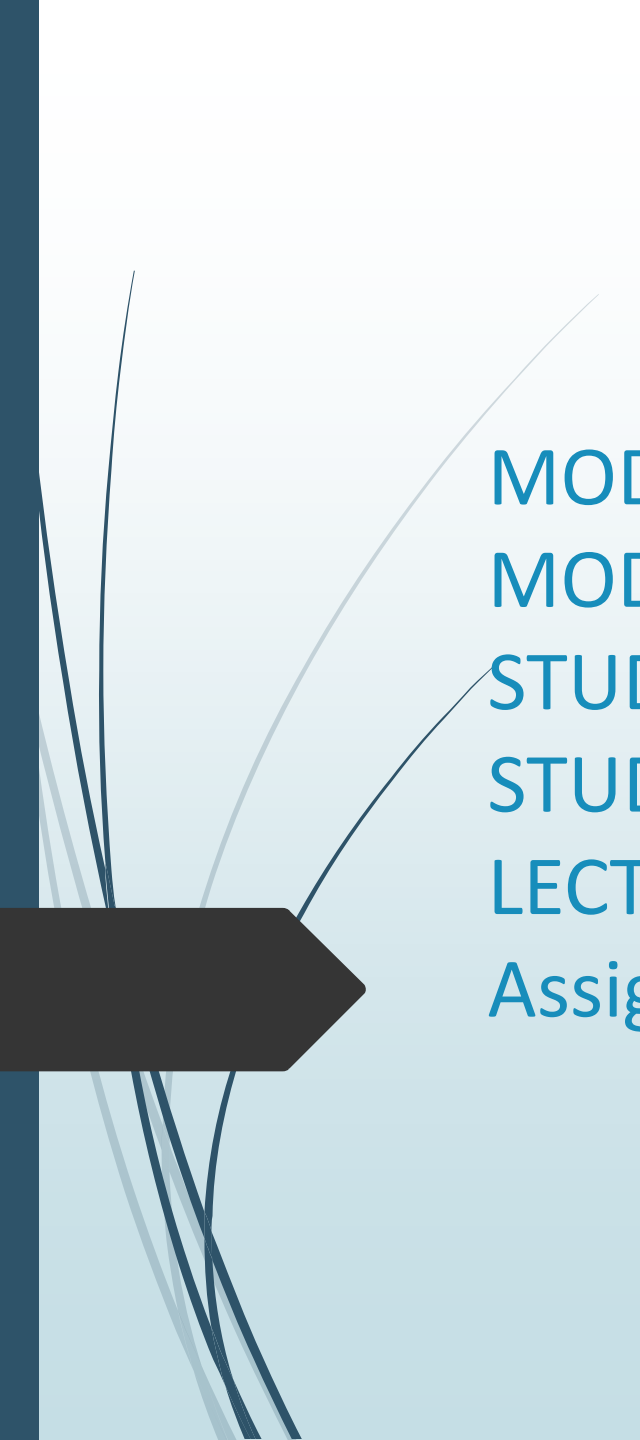




MODULE NAME: Problem solving and Decision Making

MODULE CODE: LCLM4004

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LECTURER : Anita Nan

Assignment 1: Presentation

OVERVIEW

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Company background

Problem: nature and scope

PESTLE ANALYSIS: Basil's Bakery

Cause and effect analysis: Fishbone diagram

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Introduction

- This presentation is about a small organic bakery who encounters difficulties with his sales due to covid restrictions.
- After the pandemic, Basil the owner expected a raise on his footfall which never return to the levels pre-2020
- I am going to help the bakery by creating and applying a 5W2H method (to analyse problems.
- Then I will use the PESTEL analysis to identify elements that affect a business from the outside: political, economical; socio-cultural, technological, legal, environmental.
- Finally, I will use a Fishbone Diagram to identify the potential causes of the bakery's sales dropped.

Company background



Basil's Bakery

- Founded in 2015 as a small independent business, located in a retail park in Coventry.
- The bakery's local customers are shoppers, retail and office workers, and warehouse workers from the adjacent industrial site..
- Owners: Basil , an accomplished artisan baker, passionate of high-quality organic ingredients.
- In 2020, during the “lockdown” restrictions, the footfall and sales decreased drastically. Although Basil expected them a rise the pandemic crise, he never got pre-2020 levels.
- Sells organic contemporary styled cakes, pastries and breads made with high quality organic ingredients.
- Some customers ask for a delivery service and some others “have asked if they could pre-order” which he couldn't provide.
- At the same time, his utility bills, rent, business rates, insurance and ingredients are considerably higher.

Problem: nature and scope

- **What** : He is dealing with decrease in his sales due to lockdown restrictions that cause a reduction of the number of customers and less profit.
- **Who** : Basil the owner of the Basil's Bakery, a dedicated artisan baker and organic ingredients lover who opened his bakery in 2025.
- **Where** : In a retail park in Coventry, UK next to an industrial site.
- **When** : In 2020 during the lockdown with restrictions like social distancing, schools and some workplaces were closed.
- **How** : The retail park was less visited by customers due to the constraints imposed by the government.
- **How much** : The reduction of the number of customers result in a drastic decrease in footfall and sales and with additional cost regarding his utility bills, rent, business rates, insurance and the stock of his organic ingredients.

Basil's Bakery



PESTLE ANALYSIS: Basil's Bakery



POLITICAL

- Basil's Bakery had to observe the restrictions set up by the government during the “lockdown”.
- Many of the office workers were allowed to “work from home” twice per week.

ECONOMIC

- The Bakery utility bills, rent, business rates and insurance are extremely higher than 2019.
- As the bakery is focus on using only organic ingredients which are vulnerable to crop failure Basil got an issue with the cost of his stock that keeps raising.

SOCIAL

- The number of the bakery's customers are decreasing.
- Many shops closed so the retail park were less visited by customers which affected the bakery sales.

PESTLE ANALYSIS: Basil's Bakery



TECHNOLOGICAL

- Basil couldn't effectively run a pre-order service that was needed to slow down "unsatisfactory waiting time" as he couldn't always answer the phone.
- Basil's Bakery couldn't satisfy the need of some loyal customers requiring for a delivery service

LEGAL

- Basil's bakery needs to stick to core national laws like:
- Food Safety Act 1990 making it an offense to sell food that is harmful to health.
- Food Safety and Hygiene Regulations establishing hygiene standards to ensure "that the food being sold to consumers of food businesses is safe."
- Allergen labelling to "give information on allergen in food."

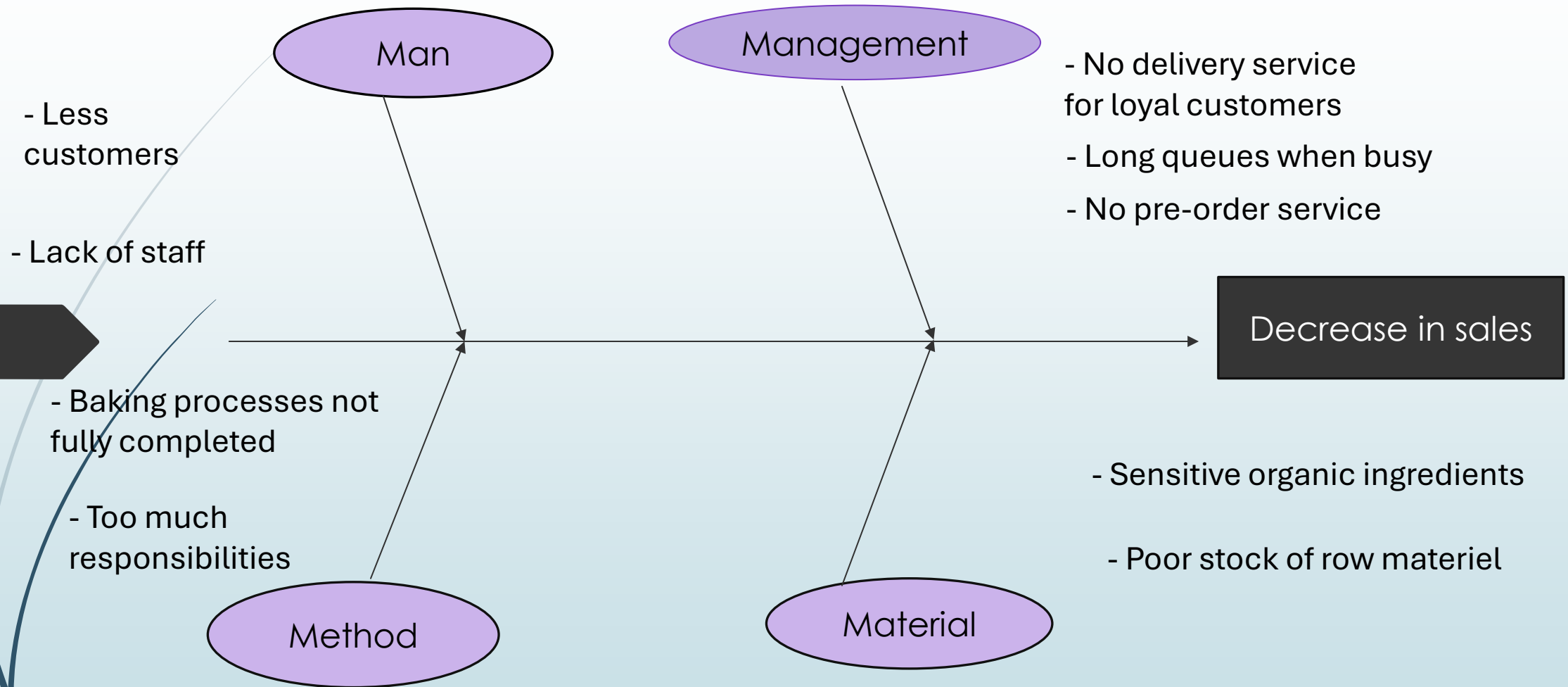


THE FOOD SAFETY ACT 1990 – A GUIDE
FOR FOOD BUSINESSES

ENVIRONMENTAL

- Organically grown products are more vulnerable to crop failure
- Climate changes regulations can add more expenses to the bakery budget

Cause and effect analysis (Fishbone Diagram)



Conclusion

- In conclusion Basil's bakery is facing a stagnation of sales due to a drastic decrease of customers, high expenses regarding the bills, rent, insurance and the ingredients.
- As a business consultant I advise Basil to keep his bakery on a homemade basis resourcing locally to generate savings.
- He needs an effective delivery service, a prompt pre order services, and use the technology (social media, buy three pay two) to promote and enlarge the sales.



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Questions