

Basil's Bakery

Case Study

LCLM4004 Problem Solving and
Decision Making

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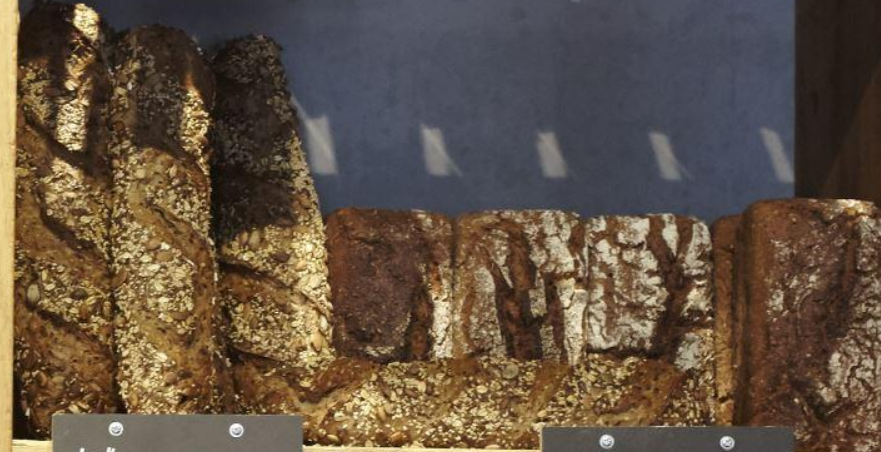


Roggenbrot
70% Roggen
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Overview

Introduction and company background

Problem: nature and scope

PESTLE ANALYSIS: Basil's Bakery

Cause and effect analysis: Fishbone diagram

Conclusion

References

Introduction

This presentation analysis the challenges faced by Basil's Bakery after the COVID-19 pandemic it examines the factors affecting the business and applies problem- solving and decision- making tools to identify the root causes and recommend appropriate solutions.

Explain the main business problem.

Analyse the internal and external factors affecting the business.

Apply the 5W2H, PESTEL, and Fishbone(Ishikawa) Analysis.

Identify the root causes of the problem.

Recommend practical solutions to improve business performance and decision- making.

Company background

- ◆ Basil's Bakery is a small, independent business
- ◆ The business was opened in 2015
- ◆ Annual sales figure increased year on-year, however, in 2020, the footfall and sales significantly decreased due to the Coronavirus pandemic
- ◆ After lockdown sales did rise, but they never returned to the levels pre-2020. Indeed, since 2023 - 2025, the sales figure has stagnated at an average of 25% below the 2019 figures
- ◆ Utility, bills, rent and insurance increased

Problem: nature and scope

- ◇ The retail park/business venue is quieter now
- ◇ Customers withing the shopping centre have been made redundant
- ◇ Office workers are working more from home
- ◇ Basil doesn't provide delivery service
- ◇ Basil struggle taking pre orders
- ◇ Basil is the only worker at the bakery
- ◇ 5W2H

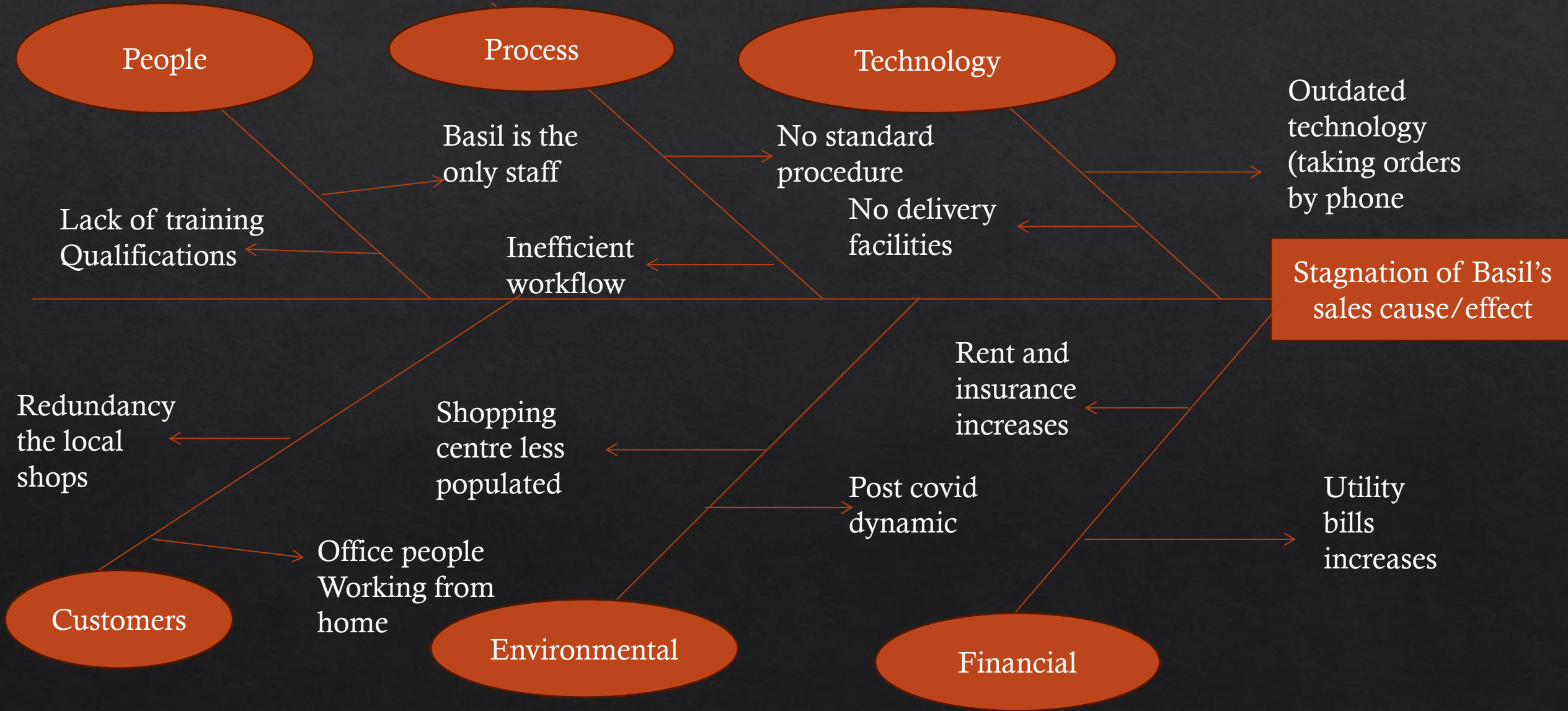
Problem Analysis 5W2H

- ◇ **WHAT:** Failing to fully recover after lockdown
- ◇ **WHY:** Failing to adapt to the new requirements/ post lockdown routine
- ◇ **WHERE:** Basil's Bakery
- ◇ **WHEN:** since 2023 - 2025, with no full recovery in sales and customer numbers.
- ◇ **WHO:** Basil(owner): Responsible for making decisions to improve the business.
- ◇ **HOW MUCH:** 25% sales decline Compared with pre- lockdown levels.

PESTEL Analysis to Basil's Bakery

- ◆ **Political:** Coronavirus impact/ lockdown
- ◆ **Economic:** overheads increasing/ inflation
- ◆ **Social:** working dynamic change, redundancies/working from home
- ◆ **Technological:** no system in place to take orders/marketing
- ◆ **Legal:** Hygiene and health and safety
- ◆ **Environmental:** sustainable packaging

Causes and effect analysis (Fishbone diagram)



Conclusions

- ◆ Basil is struggling to adapt to the post lockdown routine
- ◆ Poor marketing and no systems in place for online orders/ pre orders
- ◆ No staff/ Basil is the only worker
- ◆ Limited knowledge, Basil main role is bakery he may need marketing and financial education
- ◆ Location, Basil may need to take in consideration moving the business location
- ◆ Expanding the products services range, selling coffee/tea and adding new products may attract more new clients

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