

Module Name: Problem Solving and Decision Making

Module Code: LCLM4004

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Assignment 1: Presentation

# OVERVIEW

- Introduction
- Company background
- Problem: Nature and Scope
- PESTEL Analysis: Basils Bakery
- Cause and Effect Analysis: Fishbone Diagram
- Conclusion
- References

# INTRODUCTION

➤ This presentation will:

- Introduce Basil's Bakery
- Examine the reasons for stagnant sales
- Apply business analysis tools:
  - 5W2H
  - PESTEL Analysis
  - Fishbone Diagram
- Present key findings

# COMPANY BACKGROUND

- Independent artisan bakery
- Established in 2015
- Uses premium organic ingredients
- Located in Coventry shopping retail park
- Strong growth until COVID-19
- Sales remain around 25% below 2019 levels
- Speaker Notes: The Bakery enjoyed continuous growth until the pandemic. Although sales improved, they have never returned to pre-pandemic levels. The aim of this presentation is to identify the causes of this decline using recognized business analysis tools.

# PROBLEM NATURE AND SCOPE

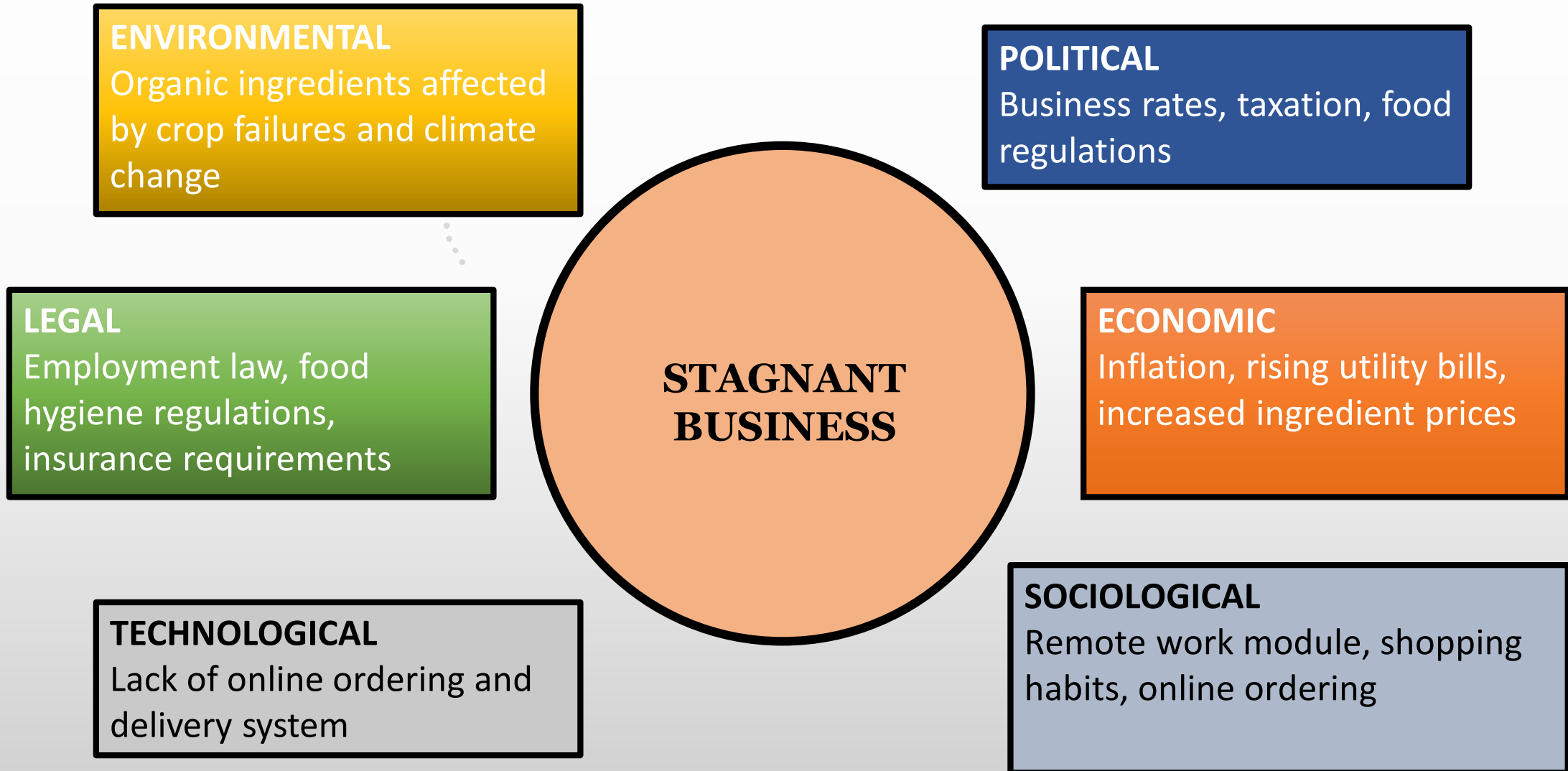
- Main Problem: Declining customer numbers combined with increasing operating costs have caused sales to stagnate.
- 25% drop in sale value as compared to 2019

| INTERNAL PROBLEMS                                | EXTERNAL PROBLEMS                                |
|--------------------------------------------------|--------------------------------------------------|
| No delivery service available                    | Reduced retail park visitors                     |
| Cannot answer phone consistently (No pre-orders) | Closing of local business around the bakery      |
| Increased waiting times                          | Hybrid working module due to COVID               |
| Limited ordering options                         | Rising inflation                                 |
| Small workforce                                  | Higher business cost (organically grown produce) |
| High cost of ingredients                         | Customer redundancy                              |

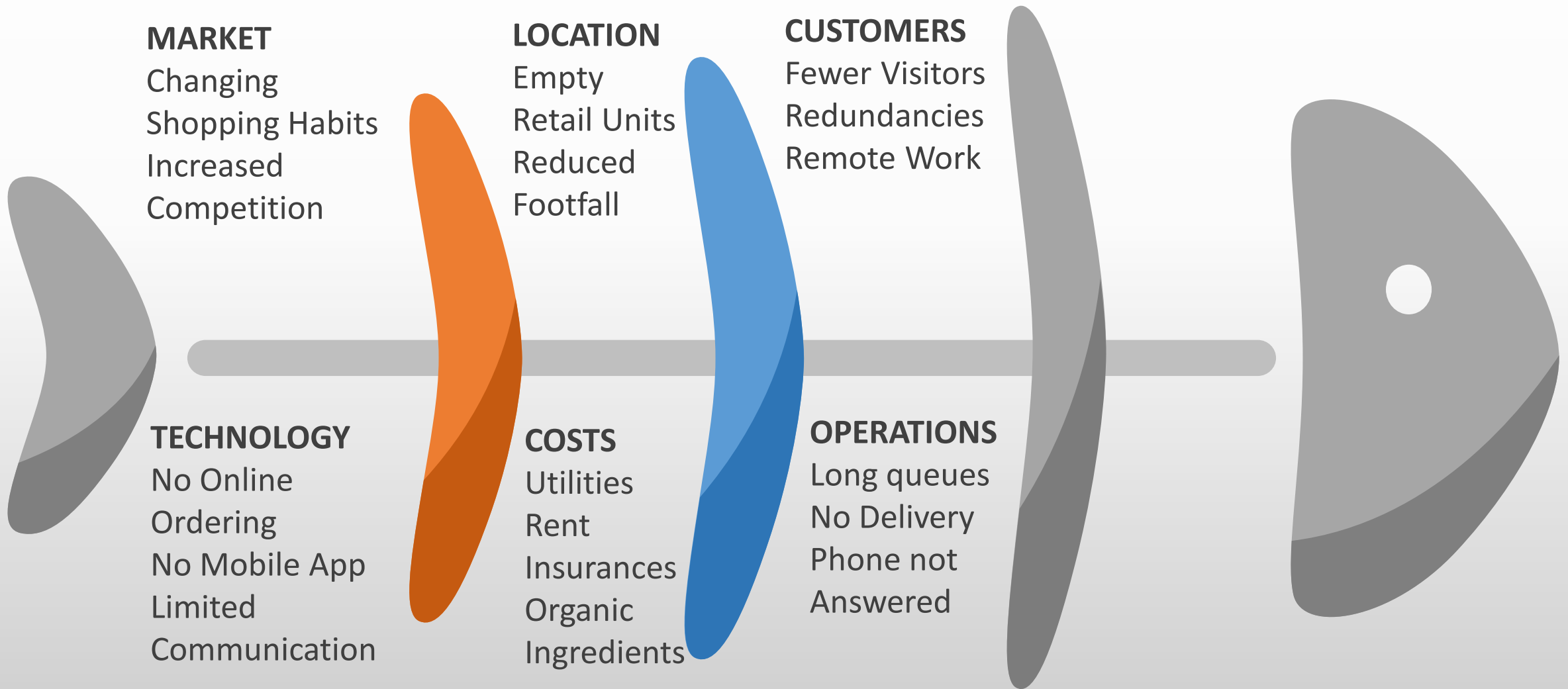
# PROBLEM NATURE AND SCOPE: 5W2H ANALYSIS

| QUESTIONS | ANSWE5RS                                                                     |
|-----------|------------------------------------------------------------------------------|
| WHAT?     | STAGNATED SALES                                                              |
| WHY?      | LOW NUMBER OF CUSTOMERS AND HIGHER COSTS                                     |
| WHERE?    | SHOPPING RETAIL PARK, COVENTRY, UK                                           |
| WHEN?     | SINCE COVID-19 (2020 AND ONWARDS)                                            |
| WHO?      | BASIL, RETAIL CUSTOMERS AND OFFICE WORKERS                                   |
| HOW?      | REDUCED FOOTFALL, NO DELIVERY, NO EFFICIENT PRE-ORDERING, REMOTE WORK MODULE |
| HOW MUCH? | A FLAT 25 % DECLINE AS COPMARED TO 2019                                      |

# PESTLE ANALYSIS



# CAUSE AND EFFECT ANALYSIS: FISHBONE DIAGRAM



# CONCLUSION - KEY FINDINGS

- Sales remain **25% below 2019**
- COVID-19 customer behavior changed permanently
- Hybrid working (work from home) reduced daily customer visits
- Reduced footfall at shopping retail park
- Rising costs and inflation reduced profitability
- Lack of delivery services and online ordering limits sales
- Customer convenience can be increased by involving the use of technology e.g Phone orders, Mobile Apps
- External factors outweigh internal factors

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THANK YOU

QUESTIONS ARE APPRECIATED