



MODULE NAME

MODULE CODE

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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

- ✚ Analysis Basil's Bakery business performance.
- ✚ Review company background and challenges.
- ✚ Apply 5W2H analysis framework to identify the root cause.
- ✚ Apply the Pestel analysis to identify external factors
- ✚ Examine the root of the business problem using Fishbone Diagram).
- ✚ Suggest business improvement opportunities.

Company background

Basil's Bakery

- Founded in 2015
- Owners: Basil
- Produces artisan bakery products.
- Uses high-quality organic ingredients.
- Built loyal local customers.
- Sales fell after the pandemic.

5W2H Analysis

What?

- Small independent bakery business.
- Sells cakes, bread and pastries.

Why?

- Fewer customers visit retail park.
- More people work from home.

Who?

- Basil owns the bakery.
- Loyal local customers.

Where?

- Located in Coventry.
- Based in a retail park.

When?

- Opened in 2015.
- Sales dropped after 2020.

How?

- Customer numbers have fallen.
- Lunch sales have reduced.

How Much?

- Sales down by 25%.
- Costs higher than 2019.

PESTLE ANALYSIS: Basil's Bakery

POLITICAL

- ✚ COVID-19 restrictions reduced sales. (Daychoum,2018)

ECONOMIC

- ✚ Sales remain below 2019.
- ✚ Operating costs increased significantly.

SOCIAL

- ✚ More customers work remotely.
- ✚ Reduced lunchtime customer visits.



PESTLE ANALYSIS: Basil's Bakery

➤ TECHNOLOGICAL

- ⬅ No online delivery service. (Kotler2022)
- ⬅ No pre-booking system (customers are unable to book online)

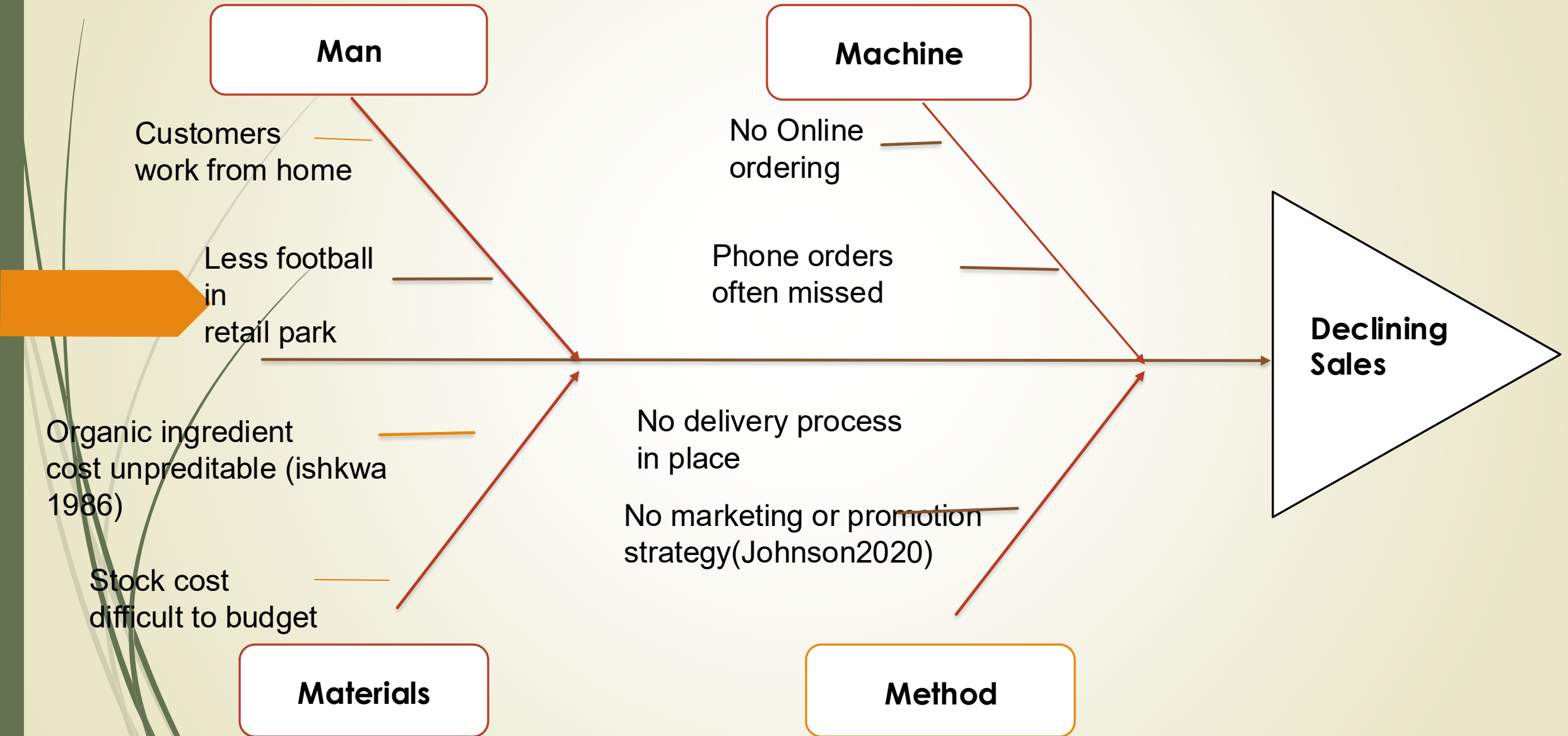
➤ LEGAL

- ⬅ Higher business rates payable.
- ⬅ Business insurance costs increased. (caddle 2021)

➤ ENVIRONMENTAL

- ⬅ Uses organic ingredients only.
- ⬅ Crop failures affect supply and prices.

Cause and effect analysis (Fishbone diagram)



Conclusion

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- ✚ Did a 5W2H Tool to gather information
 - ✚ Did a Pestel analysis to identify the external factors of the business
 - ✚ Did a Fishbone Diagram to understand the root cause of the business problem
 - ✚ Business faces many challenges
 - ✚ Sales remain below 2019, loyal customers are important.
 - ✚ Delivery could increase sales.
 - ✚ Technology can improve service.
 - ✚ Business has future potential.

References

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Questions