**Business case template**

I. EXECUTIVE SUMMARY

[Provide a concise summary of the project that you're proposing. Include a clear justification that specifies the problem in question and how your proposal will solve it.]

II. BACKGROUND

[Offer additional details about the problem in question. Explain how your solution aligns with the company's goals and mission statement. Describe the value of your proposed solution, clearly stating how it aligns with the company's organizational strategy.]

III. ALTERNATIVES

[Outline the alternative approaches to this problem. Summarize each option and include details that explain why other choices fall short and how your chosen option is superior. This includes an evaluation of the risks, costs, functionality and potential for each approach.]

IV. RECOMMENDATION

[Recommend the project that best solves the problem. Outline key details regarding this project, including:

* Cost analysis
* Necessary resources
* Benefits
* Financial benefits
* Operational improvements
* Market improvements
* Customer benefits
* Employee benefits
* Market analysis
* Risk assessment
* Timelines

This section will vary greatly with the scope of the project but should provide readers with a clear understanding of what you propose to do and how you will accomplish it.]

V. PROJECT ORGANIZATION

[Specify how the project is organized, detailing all roles and responsibilities.]

VI. PROJECT REPORTING

[Explain how you will monitor and measure progress throughout the project. Specify what reports you will submit, when these are due and who will receive and evaluate them.]