**BUSINESS CASE**

**[Business Case Title]**

**Submitted by:** **[Name]** **[Title]**

|  |
| --- |
| **Executive Summary:** |
| * Provide a brief overview of the business case, highlighting the key points and objectives.
 |
| * Include a summary of the recommended solution or project.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Problem Statement:** |
| * Clearly define the problem or opportunity that the business case aims to address.
 |
| * Explain the impact of the problem on the organization and its stakeholders.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Objectives:** |
| * State the specific objectives of the proposed project or initiative.
 |
| * Ensure that the objectives are measurable, realistic, and aligned with the organization's goals.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Proposed Solution:** |
| * Describe the recommended solution or project in detail.
 |
| * Explain how it addresses the identified problem or opportunity.
 |
| * Highlight the benefits and advantages of the proposed solution.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Market Analysis:** |
| * Provide an overview of the market or industry relevant to the proposed project.
 |
| * Include information about market size, trends, competition, and customer needs.
 |
| * Use data and research to support your analysis.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Cost-Benefit Analysis:** |
| * Estimate the costs associated with implementing the proposed solution.
 |
| * Identify and quantify the potential benefits and returns on investment.
 |
| * Consider both financial and non-financial benefits.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Risks and Mitigation Strategies:** |
| * Identify the potential risks and challenges associated with the project.
 |
| * Explain how these risks can be mitigated or minimized.
 |
| * Discuss contingency plans and alternative approaches.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Implementation Plan:** |
| * Outline the steps and timeline required to implement the project.
 |
| * Identify the key stakeholders and their roles.
 |
| * Consider resource requirements, dependencies, and milestones.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Evaluation and Measurement:** |
| * Define the criteria for evaluating the success of the project.
 |
| * Explain how the project's performance will be measured and monitored.
 |
| * Include a plan for gathering feedback and adjusting if necessary.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Financial Projections:** |
| * Present financial projections, including revenue, costs, and profitability.
 |
| * Include assumptions and calculations used to generate the projections.
 |
| * Use realistic and well-supported data.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Conclusion:** |
| * Summarize the key points of the business case.
 |
| * Reiterate the benefits and value of the proposed solution.
 |
| * Make a clear recommendation for approval or further consideration.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |

|  |
| --- |
| **Appendices:** |
| * Include any supporting documents, references, or additional data.
 |
| * Attach relevant charts, graphs, or diagrams as necessary.
 |
| * [Description]
 |
| * [Description]
 |
| * [Description]
 |