**BUSINESS CASE**

|  |  |
| --- | --- |
| **Business Case Title:** | [Title] |
| **Company Name:** | [Company Name] |
| **Submitted by:** | [Name] [Designation] |
| **Date:** | [Insert Date] |

|  |  |
| --- | --- |
| **Executive****Summary:** | * Overview of the business case
 |
| * Summary of key findings and recommendations
 |
| * [insert points]
 |
| * [insert points]
 |
| * [insert points]
 |
| **Introduction:** | * Background information on the project or decision
 |
| * Purpose and objectives of the business case
 |
| * [insert points]
 |
| * [insert points]
 |
| * [insert points]
 |
| **Problem Statement:** | * Clearly define the problem or opportunity the business case addresses
 |
| * Explanation of why action is needed
 |
| * [insert points]
 |
| * [insert points]
 |
| * [insert points]
 |
| **Analysis of Alternatives:** | * Description of different options or approaches
 |
| * Evaluation of the pros and cons of each alternative
 |
| * [insert points]
 |
| * [insert points]
 |
| * [insert points]
 |
| **Market Analysis:** | * Assessment of market conditions, trends, and competition
 |
| * Analysis of customer needs and demands
 |
| * [insert points]
 |
| * [insert points]
 |
| * [insert points]
 |
| **Financial Analysis:** | * Cost estimation for the project or investment
 |
| * Revenue projections and financial forecasts
 |
| * Calculation of return on investment (ROI) and other financial metrics
 |
| * [insert points]
 |
| * [insert points]
 |
| * [insert points]
 |
| **Benefits Analysis:** | * Identification and quantification of expected benefits
 |
| * Tangible and intangible benefits assessment
 |
| * [insert points]
 |
| * [insert points]
 |
| * [insert points]
 |
| **Risk Assessment:** | * Identification of potential risks and uncertainties
 |
| * Evaluation of risk probability and impact
 |
| * Mitigation strategies and contingency plans
 |
| * [insert points]
 |
| * [insert points]
 |
| **Implementation Plan:** | * Detailed roadmap for project implementation
 |
| * Resource requirements and timeline
 |
| * Dependencies and critical milestones
 |
| * [insert points]
 |
| * [insert points]
 |

|  |  |
| --- | --- |
| **Stakeholder Analysis:** | * Identification of key stakeholders and their roles
 |
| * Analysis of stakeholder interests, concerns, and potential impact
 |
| * [insert points]
 |
| * [insert points]
 |
| * [insert points]
 |
| **Conclusion and Recommendations:** | * Summary of the business case findings
 |
| * Clear recommendation on whether to proceed or not
 |
| * Next steps and further considerations
 |
| * [insert points]
 |
| * [insert points]
 |