**BUSINESS CASE**

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

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| **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] |

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| **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] |