

[Your Company Name]

[Your Tagline]

Business Case [YEAR]

Prepared By



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Executive Summary



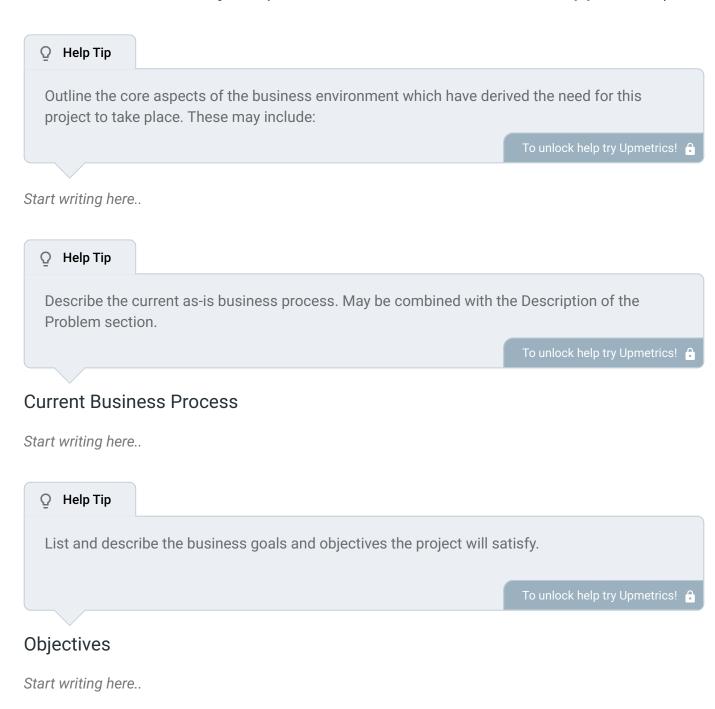
The Executive Summary is the first page of your business plan(for Readers), but it should be the last chapter you write. It acts as both the introduction to, and the summary of, your entire idea. It is a short summary of the summar

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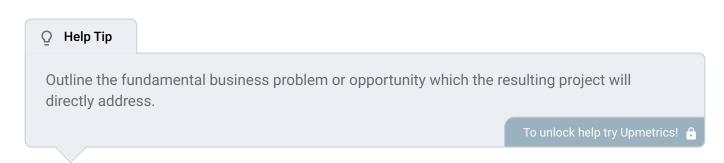
Business Problem

Environmental Analysis (include Business Process as applicable) Problem Analysis

Environmental Analysis (include Business Process as applicable)



Problem Analysis



Provide a summary of the core business problem, including:

· A generic description of the core issue to hand

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Business Problem

Start writing here..



Provide information about the opportunity in terms of the current business process, the market trends, competitive environment, and expected market penetration if a feasibility study is not available to provide this context information. Outline the business opposition To unlock help try Upmetrics! 🔓

Business Opportunity

Available Options

Option 1

Option 2



This section provides a full listing of all solution options, their benefits, costs, feasibility, risks, and issues. Options suggested may include doing nothing, doing something that will achieve a similar result, of

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Option 1



Help Tip

Provide a summarized description of the option identified. This will include the general approach to be taken and a summary of the core elements of the solution (e.g. people, process, organization, technology).

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Description

Start writing here..



Describe the tangible and intangible benefits to the company upon the implementation of the solution. One of the obvious benefits described will be that the business problem/opportunity outlined above will be addressed. Complete the following table:

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Benefits, Goals and Measurement Criteria

Category	Benefit	Value
Financial	New revenue generatedReduction in costsIncreased profit margin	\$ x \$ x \$ x
Operational	 Improved operational efficiency Reduction in product time to market Enhanced quality of product/service 	x % x hrs x %

Category	Benefit	Value
Market	Increased market awarenessGreater market shareAdditional competitive advantage	x % x % Describe
Customer	 Improved customer satisfaction Increased customer retention Greater customer loyalty 	x % x % Describe
Staff	Increased staff satisfactionImproved organizational cultureLonger staff retention	x % Describe x %

Describe the tangible and intangible costs to the company upon the implementation of the solution. The costs of the actual project should be included (e.g. equipment procured) as well as any negative impact on the business resulting from the delivery of To unlock help try Upmetrics!

Costs and Funding Plan

Category	Cost	Value	Budgeted
People	Salaries of project staffContractors / outsourced partiesTraining courses	\$ x \$ x \$ x	YES NO YES
Physical	Building premises for the project teamEquipment and materialsTools (computers, phones)	\$ x \$ x \$ x	NO NO NO

Category	Cost	Value	Budgeted
Marketing	Advertising/brandingPromotional materialsPR and communications	\$ x \$ x \$ x	YES NO NO
Organizational	Operational downtimeShort-term loss in productivityCultural change	\$ x \$ x Describe	NO NO NO

Identify Funding Sources and Amounts:

Funding Source	Amount	Notes

○ Help Tip

Describe the feasibility of the solution. To adequately complete this section, a Feasibility Study may need to be initiated to quantify the likelihood of achieving the desired project result. To assess the overall feasibility of this option, break the solution down in To unlock help try Upmetrics!

Feasibility

Component	Rating (1-10)	Method Used to Determine Feasibility
New Technology	5	A technology Prototype was created to assess the solution
New People	8	A survey was completed to identify skill-set availability
New Processes	3	Processes within similar organizations were reviewed
New Assets	9	Physical assets were inspected

Summaries the most apparent risks associated with the adoption of this solution. Risks are defined as "any event which may adversely affect the ability of the solution to produce the required deliverable". Risks may be Strategic, Environmental, Financia To unlock help try Upmetrics!

Risks

Description	Likelihood	Impact	Mitigating Actions
Inability to recruit skilled resource	Low	Very High	Outsource the project to a company with proven industry experience and appropriately skilled staff
The technology solution is unable to deliver the required results	Medium	High	Complete a pilot project to prove the technology solution will deliver the required results
Additional capital expenditure may be required in addition to that approved	Medium	Medium	Maintain strict cost management processes during the project



Summarize the highest priority issues associated with the adoption of this option. Issues are defined as "any event which currently adversely affects the ability of the solution to produce the required deliverables". Complete the following table:

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Issues

Description	Priority	Resolution Actions
Required capital expenditure funds have not been budgeted	High	Request funding approval as part of this proposal
Required computer software is only at the 'beta' phase and has not yet been released live	Medium	Design solution based on the current software version and adopt changes to solution once the final version of the software has been released

Description	Priority	Resolution Actions
Regulatory approval must be sought to implement the final solution	Low	Initiate the Regulatory approval process early so that it does not delay the final roll-out process.



List the major assumptions associated with the adoption of this option. Examples include:

• There will be no legislative, business strategy, or policy changes during this project

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Assumptions

Start writing here..

Option 2



As defined above in description section of Option 1

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Description

Start writing here..

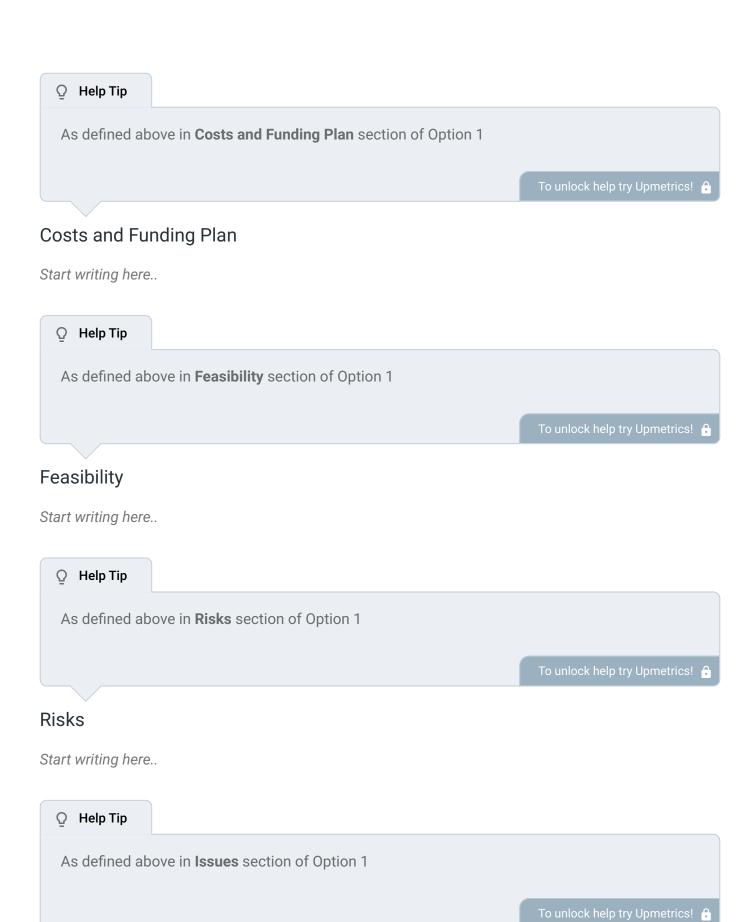


As defined above in Benefits, Goals and Measurement Criteria section of Option 1

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Benefits, Goals and Measurement Criteria



Issues



Assumptions



Recommended Option

Option Rankings
Option Recommended



This section compares the key characteristics of each solution option and recommends a preferred solution option for implementation.

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Option Rankings



Help Tip

Identify the criteria by which each of the solution options will be assessed. Then agree on a rating mechanism for each criterion so that ratings can be added to determine a total score for each option. NB Ratings may be weighted to stress the importance of To unlock help try Upmetrics!

Criteria	Option 1	Option 2	Option 3
Benefits Increased revenue Reduced expenditure Improved efficiency Enhanced quality Other	[1-10 Rating]	[1-10 Rating]	[1-10 Rating]
Costs • People • Physical • Marketing • Organizational • Other			
 Feasibility Technology components People components Process components Asset components Other 			

Criteria	Option 1	Option 2	Option 3
Risks			
ResourcingTechnologyOrganizationalOther			
Total Score			

Option Recommended



Based primarily on the highest Total Score achieved above, list here the 'Recommended Option' for Business Case approval. Summarize the primary reasons why this option was chosen over the other options previously identified. To unlock help try Upmetrics! 🔒

Implementation Approach

Project Initiation

Project Planning

Project Execution

Project Closure

Project Management



This section provides an overview of the general approach undertaken to deliver the preferred solution option and derive the resultant business benefits.

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Project Initiation



Help Tip

Outline the method by which the project will be defined, the project team formulated and the project office established.

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Start writing here..

Project Planning



Define the overall planning process to ensure that the project phases, activities, and tasks are undertaken in a co-coordinated fashion.

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Start writing here..

Project Execution



Identify the generic phases and activities required to complete the 'build' phase of the project.

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Project Closure



○ Help Tip

List the generic steps necessary to release the deliverables to the business (once complete), close the project office, reallocate staff, and perform a Post Implementation Review of the project.

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Start writing here..

Project Management



○ Help Tip

Describe in brief how the following aspects of the project will be managed:

· Time Management

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Appendix

Supporting Documentation

Supporting Documentation



□ Help Tip

Attach any documentation you believe is relevant to the Business Case. For example:

• Problem / Opportunity research materials

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★ ★ ★ ★

Student, Sumy State University – Ukraine

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