



Business Case Template


"Treat Your Business Right"


Business Case

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Executive Summary



REMEMBER

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 entire business case. It succinctly conveys vital information about the project and communicates the entire story to the reader.

This chapter provides a synopsis of the key points of this Business

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Business Problem

Environmental Analysis (include Business Process as applicable)



TIP

Outline the core aspects of the business environment which have derived the need for this project to take place. These may include:

- Business Vision, Strategy, or Objectives
- Business processes or technologies which are not operating efficiently
- New Competitor products or processes which have been identified

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Start Writing here...



TIP

Describe the current as-is business process. May be combined with the Description of the Problem section.

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Current Business Process

Start Writing here...



TIP

List and describe the business goals and objectives the project will satisfy.

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Objectives

Start Writing here...

Problem Analysis



TIP

Outline the fundamental business problem or opportunity which the resulting project will directly address.

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Start Writing here...



TIP

Provide a summary of the core business problem, including:

- A generic description of the core issue to hand
- The reasons why the problem exists
- The elements which create it (e.g. human, process, technology)
- The impact it is having on the business (e.g. financial, cultural)

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Business Problem

Start Writing here...



TIP

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 opportunity which has been identified, including:

- A summary of the generic opportunity

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Business Opportunity

Start Writing here...

Available Options



REMEMBER

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, or doing something that will achieve a better result than current performance. Try to minimize the number of options available by conducting a detailed Feasibility Study beforehand. For each solution option identified, the following information is required

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Option 1



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...



TIP

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:

Note: The benefits listed in the table are working examples only. All quantifiable benefits listed must be supported by current performance data.

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Benefits, Goals and Measurement Criteria

Category	Benefit	Value
Financial	• New revenue generated	\$ x
	• Reduction in costs	\$ x
	• Increased profit margin	\$ x

Category	Benefit	Value
Operational	<ul style="list-style-type: none"> Improved operational efficiency Reduction in product time to market Enhanced quality of product/service 	x % x hrs x %
Market	<ul style="list-style-type: none"> Increased market awareness Greater market share Additional competitive advantage 	x % x % Describe
Customer	<ul style="list-style-type: none"> Improved customer satisfaction Increased customer retention Greater customer loyalty 	x % x % Describe
Staff	<ul style="list-style-type: none"> Increased staff satisfaction Improved organizational culture Longer staff retention 	x % Describe x %



TIP

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 the project (e.g. operational downtime). Complete the following table:

Note: In addition, you may need to identify whether the cost item is

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Costs and Funding Plan

Category	Cost	Value	Budgeted
People	• Salaries of project staff	\$ x	YES
	• Contractors / outsourced parties	\$ x	NO
		\$ x	YES
	• Training courses		

Category	Cost	Value	Budgeted
Physical	<ul style="list-style-type: none"> • Building premises for the project team • Equipment and materials • Tools (computers, phones...) 	\$ x	NO
		\$ x	NO
		\$ x	NO
Marketing	<ul style="list-style-type: none"> • Advertising/branding • Promotional materials • PR and communications 	\$ x	YES
		\$ x	NO
		\$ x	NO
Organizational	<ul style="list-style-type: none"> • Operational downtime • Short-term loss in productivity • Cultural change 	\$ x	NO
		\$ x	NO
		Describe	NO

Identify Funding Sources and Amounts:

Funding Source	Amount	Notes



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 into components, and rate the feasibility of each component in the following table:


Note: To ensure that the feasibility ratings are accurate, use all appropriate

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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

Component	Rating (1-10)	Method Used to Determine Feasibility
New Processes	3	Processes within similar organizations were reviewed
New Assets	9	Physical assets were inspected



TIP


Summarizes 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, Financial, Operational, Technical, Industrial, Competitive, or Customer related. Complete the following table:

Note: To complete this section thoroughly, it may be necessary to

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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



TIP

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:

Note: Upon approval of the business case, each issue should be formally recorded and tracked using an Issue Management Process Form

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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
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.



TIP

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
- Prices of raw materials will not increase during the course of

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Assumptions

Start Writing here...

Option 2



TIP

As defined above in **description** section of Option 1

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Description

Start Writing here...



TIP

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

[Read More](#)

Benefits, Goals and Measurement Criteria

Start Writing here...



TIP

As defined above in **Costs and Funding Plan** section of Option 1

[Read More](#)

Costs and Funding Plan

Start Writing here...



TIP

As defined above in **Feasibility** section of Option 1

[Read More](#)

Feasibility

Start Writing here...



TIP

As defined above in **Risks** section of Option 1

[Read More](#)

Risks

Start Writing here...



TIP

As defined above in **Issues** section of Option 1

[Read More](#)

Issues

Start Writing here...



TIP

As defined above in **Assumptions** section of Option 1

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Assumptions

Start Writing here...

Recommended Option



REMEMBER

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

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Option Rankings



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 the criteria being assessed. Complete the following table:

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Criteria	Option 1	Option 2	Option 3
Benefits <ul style="list-style-type: none">• Increased revenue• Reduced expenditure• Improved efficiency• Enhanced quality• Other	[1-10 Rating]	[1-10 Rating]	[1-10 Rating]
Costs <ul style="list-style-type: none">• People• Physical• Marketing• Organizational• Other			

Criteria	Option 1	Option 2	Option 3
Feasibility <ul style="list-style-type: none"> • Technology components • People components • Process components • Asset components • Other 			
Risks <ul style="list-style-type: none"> • Resourcing • Technology • Organizational • Other 			
Total Score			

Option Recommended



TIP

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.

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Start Writing here...

Implementation Approach



REMEMBER

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



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



TIP

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

[Read More](#)

Start Writing here...

Project Execution



TIP

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

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Start Writing here...

Project Closure



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



TIP

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

- Time Management
- Cost Management
- Quality Management
- Change Management

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Start Writing here...

Supporting Documentation



TIP

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

- Problem / Opportunity research materials
- Feasibility Study research materials
- External quotes or tenders

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