**Business Case Template**

Purpose

The purpose of this tool is to help you design a Business Case for any corporate investment. A Business Case is a formal management communication document that provides an opportunity overview, key success factors, assumptions and decision-making criterion, business impact analysis, sensitivity analysis, risks, contingency plans, and action-oriented recommendations.

How to Use this Template

Complete the following sections with your project team and/or stakeholders. Cut and paste this information into a document that reflects your corporate image, and deliver your Business Case to senior executives interested in sponsoring the project.

Title Page

[Insert Company Name or Logo]

Business Case – (insert project title)

[Insert Completion Date]

Completed By: [Insert Project Manager Name]

Completed For: [Insert Project Sponsor Name]

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1. Executive Summary

**1.1 What Problem does this Business Case Solve?**

Provide a brief description of the problems that this business case was designed to solve. Consider cost-savings, revenue growth, increased customer satisfaction, better product management, higher retention, employee growth and development, or pain-points for your organization.

2. Opportunity Overview & Key Success Factors

**2.1 Opportunity Overview**

In this section, put a positive spin on the solution you are recommending. Document your vision of the effect your solution will have on the organization. Write from each key stakeholder perspective: senior management, sales, marketing, customer service, IT, finance and operations.

**2.2 Project Purpose**

Provide a description of how this project DIRECTLY relates to business goals and objectives. You need to obtain buy-in from your project sponsor, and projects that clearly fit organizational goals are more likely to be supported.

**2.3 Project Scope**

Additionally, document what is in scope for this project and explicitly state what is not in scope. If you are planning on a phased approach, provide a summary of what each phase will look like from your perspective. Consider how many departments/ stakeholders will be involved; then, document them.

**2.4 Project Schedule**

Following is a sample project schedule that you can customize further:

|  |  |
| --- | --- |
| Project Milestones | Deadline |
| 1. RFP Delivered to Vendors | June 1, 20XX |
| 2. RFP Question Period Ends | July 15, 20XX |
| 3. RFP Close Date | July 31, 20XX |
| 4. Conduct Vendor Evaluations | September 1, 20XX |
| 5. Award Contract to Vendor | September 30, 20XX |

**2.5 Key Success Factors**

Key Success Factors are the most important items that need to work for you to ensure project success. Examples include: adequate budget and resources, skill sets, time to do the project amongst other priorities, project sponsorship.

|  |  |
| --- | --- |
| Key Success Factors | Justification |
| 1. Insert KSF #1 | Why is this critical? |
| 2. Insert KSF #2 | Why is this critical? |
| 3. Insert KSF #3 | Why is this critical? |
| 4. Insert KSF #4 | Why is this critical? |
| 5. Insert KSF #5 | Why is this critical? |

3. Assumptions & Decision-Making Criterion

**3.1 Assumptions**

List all the assumptions you made when creating this business case. Some examples of assumptions include: costs, savings, incremental returns, pricing, volume, or resource requirements such as expected consulting costs.

**3.2 Use-Case Scenarios & Options**

Contrast and compare various options, such as “Do Nothing,” “Conduct a Pilot,” “Conduct Full-Scale Implementation,” “Build Internally,” or “Buy”. This section should provide assurance that the business will not fall apart should it be decided that moving to your recommendation is not feasible. Your goal is to economically justify your investment to generate returns.

**3.3 Recommended Decision-Making Criterion**

This section is useful for proposing the decision-making criterion that you believe a senior executive should consider when making a decision. The idea is to make it very easy for your sponsor to agree with your proposal, given that you have already completed the majority of the required critical thinking.

Following is a prioritized list of proposed evaluation criterion:

1. Insert Criteria
2. Insert Criteria
3. Insert Criteria

**3.4 Information Sources & Research Methodology**

Where did you go to learn more about this opportunity? Are your sources of information credible? What process did you take to do the research? Some examples include: vendor discussions, whitepapers, analyst firms, Google searching, conferences, peer-to-peer networking, consultants.

4. Business Impact Analysis

This section will outline the costs and benefits of the proposed initiative. Both quantitative and qualitative (intangible) benefits need to be documented here. Additionally, providing a “High/Low” adds an element of sensitivity analysis, which provides both a conservative and optimistic outlook for your proposed initiative.

**4.1 Incremental Cost/Benefit Analysis**

Determine the projected incremental costs/benefits over a three-year period. Insert your cost categories, a description of each and a high/low estimate for each. Divide total benefits by total costs and multiply by 100 to obtain a percentage. Complete this worksheet for each use-case scenario, and/or project option.

|  |  |  |  |
| --- | --- | --- | --- |
| Cost/Benefit Analysis Worksheet | | | |
| Project Costs | | | |
| Incremental Costs | Description | High | Low |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total Costs | |  |  |
| Project Benefits | | | |
| Incremental Benefits | Description | High | Low |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total Benefits | |  |  |
| % Benefits/Costs | |  |  |

**4.2 Qualitative/Intangible Business Benefits**

What are the qualitative or intangible benefits that were not captured in the cost/benefit analysis worksheet? (Customer satisfaction, brand awareness)

1. Insert Qualitative Benefit #1
2. Insert Qualitative Benefit #2
3. Insert Qualitative Benefit #3
4. Insert Qualitative Benefit #4
5. Insert Qualitative Benefit #5

**4.3 Required Resources for Implementation**

What are the required resources in terms of budget, staffing, consulting or other expenditures related to moving forward with this business case?

5. Risks & Contingency Plans

This section will outline the key risks that need to be mitigated and provide contingency plans for each identified risk. Risks include: lack of end-user adoption, project over-time/over-budget, technical risk, and senior management commitment.

**5.1 Key Risks to Mitigate**

1. Insert Key Risk #1
2. Insert Key Risk #2
3. Insert Key Risk #3
4. Insert Key Risk #4
5. Insert Key Risk #5

**5.2 Contingency Plans**

What is the contingency plan for each of the preceding risks?

6. Recommendation

What is your proposed course of action? Insert your recommendations here.

**6.1 Action Plan**

1. Action Plan Step #1
2. Action Plan Step #2
3. Action Plan Step #3