

## Table of Contents

<b>TEMPLATE GUIDE</b> .....	<b>4</b>
<b>1 EXECUTIVE SUMMARY</b> .....	<b>5</b>
<b>2 BUSINESS PROBLEM</b> .....	<b>5</b>
2.1 ENVIRONMENTAL ANALYSIS .....	5
2.2 PROBLEM ANALYSIS.....	5
<b>3 AVAILABLE OPTIONS</b> .....	<b>6</b>
3.1 OPTION 1 – [OPTION NAME] .....	6
3.1.1 Description .....	6
3.1.2 Benefits .....	6
3.1.3 Costs .....	7
3.1.4 Feasibility .....	7
3.1.5 Risks.....	8
3.1.6 Issues .....	8
3.1.7 Assumptions .....	9
3.2 OPTION 2 – [ALTERNATIVE OPTION NAME].....	9
3.2.1 Description .....	9
3.2.2 Benefits .....	9
3.2.3 Costs .....	9
3.2.4 Feasibility .....	9
3.2.5 Risks.....	9
3.2.6 Issues .....	9
3.2.7 Assumptions .....	9
3.3 OPTION 3 – [ALTERNATIVE OPTION NAME].....	9
3.3.1 Description .....	9
3.3.2 Benefits .....	9
3.3.3 Costs .....	9
3.3.4 Feasibility .....	9
3.3.5 Risks.....	9
3.3.6 Issues .....	9
3.3.7 Assumptions .....	10
<b>4 RECOMMENDED OPTION</b> .....	<b>10</b>
4.1 OPTION RANKINGS .....	10
4.2 OPTION RECOMMENDED .....	11
<b>5 IMPLEMENTATION APPROACH</b> .....	<b>11</b>
5.1 PROJECT INITIATION.....	11
5.2 PROJECT PLANNING.....	11
5.3 PROJECT EXECUTION.....	11
5.4 PROJECT CLOSURE .....	11
5.5 PROJECT MANAGEMENT .....	11
<b>6 APPENDIX</b> .....	<b>11</b>
6.1 SUPPORTING DOCUMENTATION .....	11

## Template Guide

### **What is a Business Case?**

*A Business Case is a document that outlines the justification for the start-up of a project. It includes:*

- *A description of the business problem (or opportunity) which exists in the business*
- *A listing of the available options for delivering a solution to resolve the problem*
- *The benefits and costs associated with each solution option*
- *A recommended solution option for approval*

### **When do I use a Business Case?**

*The Business Case is usually presented by senior management within the business to an identified Business Sponsor. It is the first document used in the Project Lifecycle and, once approved, allows the project to be formally defined. Furthermore:*

*During the development of a Business Case, it may be necessary to undertake a formal Feasibility Study. This process involves a more detailed assessment of the current business problem / opportunity, the various solution options available, the likelihood of a successful implementation for each solution option and the recommended solution option for implementation. The Feasibility Study simply provides the Business Case with more rigor for the solution options presented.*

*The Business Case is frequently referred to during the project. At each Quality Review point the Business Case is used to determine whether or not the benefits, costs, risks and issues prevalent match those outlined in the Business Case. At the end of the project a Post Implementation Review (PIR) will determine whether or not the project delivered the Business Benefits outlined in the Business Case. In this regard, the success of the project is measured against the ability of the project to deliver the criteria outlined in the Business Case.*

*The next stage following approval of the Business Case is the identification of the Project Scope.*

### **How to use this template**

*This document provides a guide on the topics usually included in a Business Case document. Sections may be added, removed or redefined at your leisure to meet your particular business circumstance. Example tables, diagrams and charts have been added (where suitable) to provide further guidance on how to complete each relevant section.*

## 1 Executive Summary

This document provides a summarization of the pertinent information regarding the Business Case for the [Enter Project Name] project. The items outlined in the list below, are discussed in further detail in subsequent sections of this document:

- Problem or opportunity
- Solution alternatives
- Recommended Solution
- Implementation Approach

## 2 Business Problem

### 2.1 Environmental Analysis

[Describe the core aspects of the business environment, which have generated 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
- New technology trends (or opportunities resulting from new technologies introduced)
- Commercial or operational trends which are driving changes in the business
- Changes to Statutory, legislative or other environmental requirements

Provide any facts or evidence to support the conclusions drawn above.]

### 2.2 Problem Analysis

[Describe the fundamental business problem or opportunity that the resulting project will directly address.]

#### Business Problem

[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, operational)
- The timeframes within which it must be resolved.

#### Business Opportunity

[Describe the business opportunity that has been identified, including:

- A summary of the generic opportunity
- Any supporting evidence to prove that the opportunity is real
- A timeframe within which the opportunity will likely exist