

BUSINESS CASE

(Project Name/Type)

more detailed project information

Prepared for
Business Name
Street Address
City, State, Zip
Attn: Name, title
email address

Prepared By
Your Name
Business Name
Street Address
City, State, Zip
email address
phone number

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EXECUTIVE SUMMARY

Provide high-level, summary information about the project and why it is needed.

BUSINESS PROBLEM

Describe the business problem.

ANALYSIS

Why does the problem exist?

A proposed project should support the objectives in the strategic plan. List specific strategic plan objectives and describe how the problem is an obstacle to reaching the specific objectives.

Describe business processes that are not operating properly because of the problem.

What is the impact of not implementing the problem?

List all quantitative support in favor of eliminating the problem.

What timeframe must the problem become resolved within?

PROPOSED SOLUTION ONE

Describe the proposed solution in detail.

GOALS

List the high-level goals of the proposed solution.

DELIVERABLES

List the project deliverables. A deliverable is a unique and verifiable product, result, or capability to perform a service that must be produced to complete a process, phase, or project.

BENEFITS AND VALUE

List the benefits of the proposed solution and the estimated economic value of each benefit.

Benefit	Value
Total Project Value	

HUMAN RESOURCE REQUIREMENTS

List the people from within the organization that might be assigned to the project.

Name	Department/Title	Contact Information	Immediate Supervisor

PROCUREMENTS

List the known resources which must be procured.

Description	Source	Estimated Cost

ESTIMATED COST

Provide high-level cost information for implementing the proposed solution.

Resource Description	Estimated Cost

TOTAL ESTIMATED COST OF PROPOSED SOLUTION	

RISKS

From a high-level perspective, identify risks associated with doing nothing.

From a high-level perspective, identify risks associated with implementing the proposed solution.

STRATEGIC ALIGNMENT

Describe how the proposed solution supports strategic goals.

PROPOSED SOLUTION TWO

Describe the proposed solution in detail.

GOALS

List the high-level goals of the proposed solution.

DELIVERABLES

List the project deliverables. A deliverable is a unique and verifiable product, result, or capability to perform a service that must be produced to complete a process, phase, or project.

BENEFITS AND VALUE

List the benefits of the proposed solution and the estimated economic value of each benefit.

Benefit	Value
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Provide high-level cost information for implementing the proposed solution.

Resource Description	Estimated Cost
TOTAL ESTIMATED COST OF PROPOSED SOLUTION	

RISKS

From a high-level perspective, identify risks associated with doing nothing.

From a high-level perspective, identify risks associated with implementing the proposed solution.

STRATEGIC ALIGNMENT

Describe how the proposed solution supports strategic goals.

ALTERNATIVES

List the known alternatives to undertaking either of the proposed solutions and state the pros and cons of each.

Alternatives	Benefits of the Alternative	Reasons for Not Implementing the Alternative

RECOMMENDED SOLUTION

Rank the two proposed solutions.

Criteria	Solution One	Solution Two
Benefits (Please list and assign an overall score of 1-10 with 10 being the greatest.)	<i>[Assign a Rank of 1-10]</i>	<i>[Assign a Rank of 1-10]</i>
Estimated Total Costs		
Risks (Please list and assign an overall score of 1-10 with 10 being the greatest.)	<i>[Assign a Rank of 1-10]</i>	<i>[Assign a Rank of 1-10]</i>
Total Score		

FEASIBILITY

Describe the overall feasibility of the recommended solution. What is the likelihood of achieving the desired result? Address whether a feasibility study should be conducted.

SUPPORTING DOCUMENTATION

Please attach any supporting documentation.

CHARTER AUTHORIZATION

Date: _____

By initialing each page and signing below, I _____, in my capacity as

_____, authorize the recommended solution to begin the

Charter process.

(Insert Name of Organization)

By: _____
Signature

Printed Name and Title

For additional project management templates visit www.mypmlc.com/project-management-resources/free-project-management-templates.