



Business Case Template

Project Name Proposal

Date

Business Name

Project Name

Project Manager

Executive Summary

Provide an overview of the proposal, summarizing the most significant points and considerations within this document.

Business Problem or Opportunity

What is the business problem or potential opportunity that has triggered this proposal?

Solution Benefit Overview

What are the key benefits of the proposed solution?

Business Value

How do these benefits translate into discernible value for the business? Can a return be quantified?

Potential Risk if not Undertaken

What are the potential risks or losses for the business if we do not move ahead with the project or opportunity?

Impact

How will the project impact business operations both short and long-term? Are there any significant risks? For example, will there be implications for resources or processes? Will there be potential downtime? Will staff need to be educated on any new systems or processes?

Project Timing

What are the timings for the rollout of the project, from approval to completion, including staff education?

Scalability

How will the project be scaled? Will it be rolled out in phases, and can it be replicated across locations and markets?

Limitations & Future Proofing

Does the outlined solution have any limitations or constraints to be considered? Is this solution viable long-term, or will it require maintenance or updates?

Landscape Analysis - Alternative Options

Which other solutions, options or providers have been compared? Outline the benefits and limitations of the alternate options.

Project Team & Resourcing

What resourcing will be required to deliver the project? Who is in the proposed project team, and will any external resources be required to complete the project?

Cost Assessment

What are the proposed costs involved in the project? Be clear about the upfront investment, the ongoing investment, and the potential long-term investment required to maintain this solution.