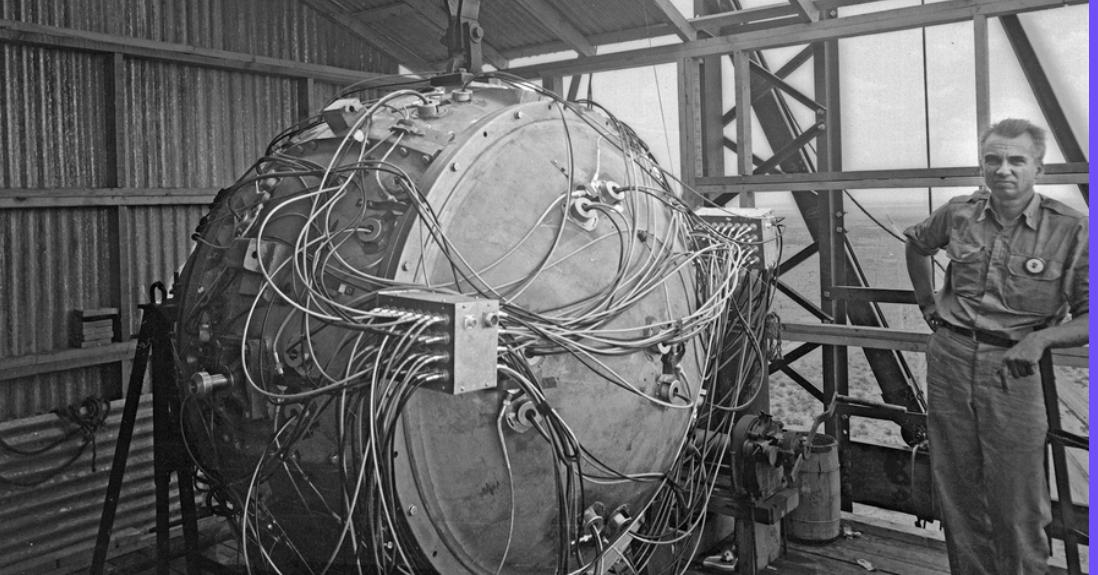
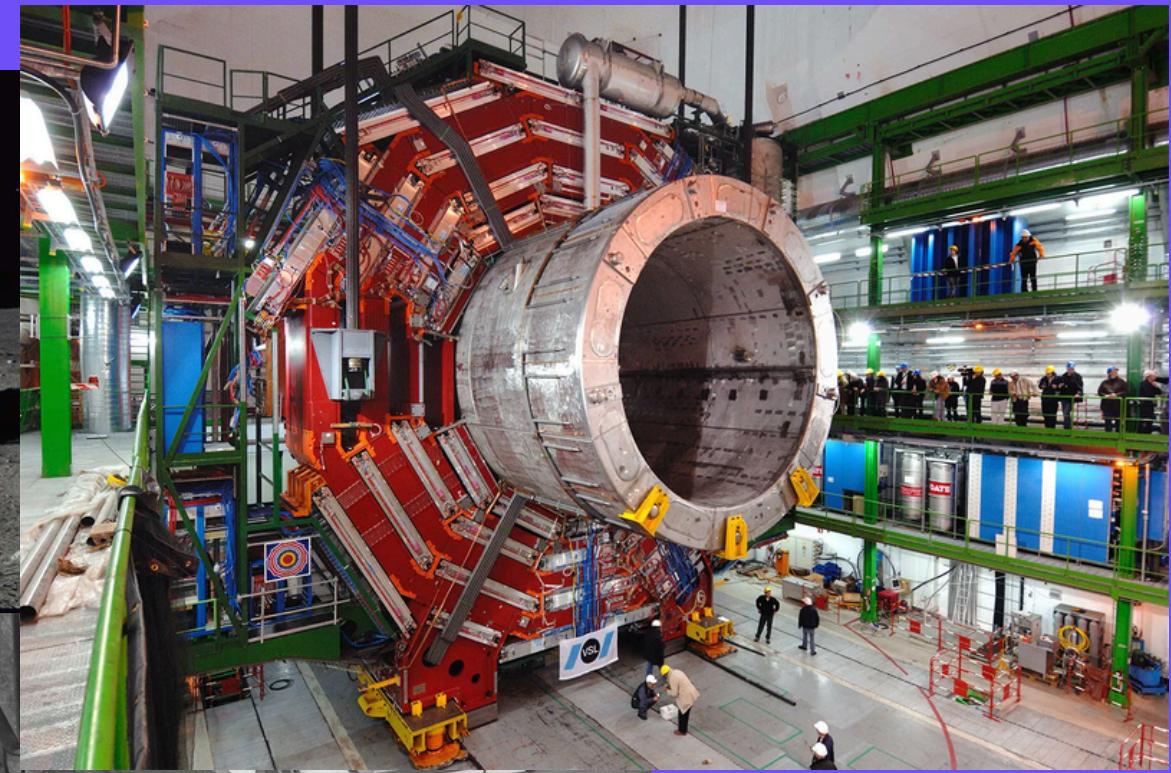
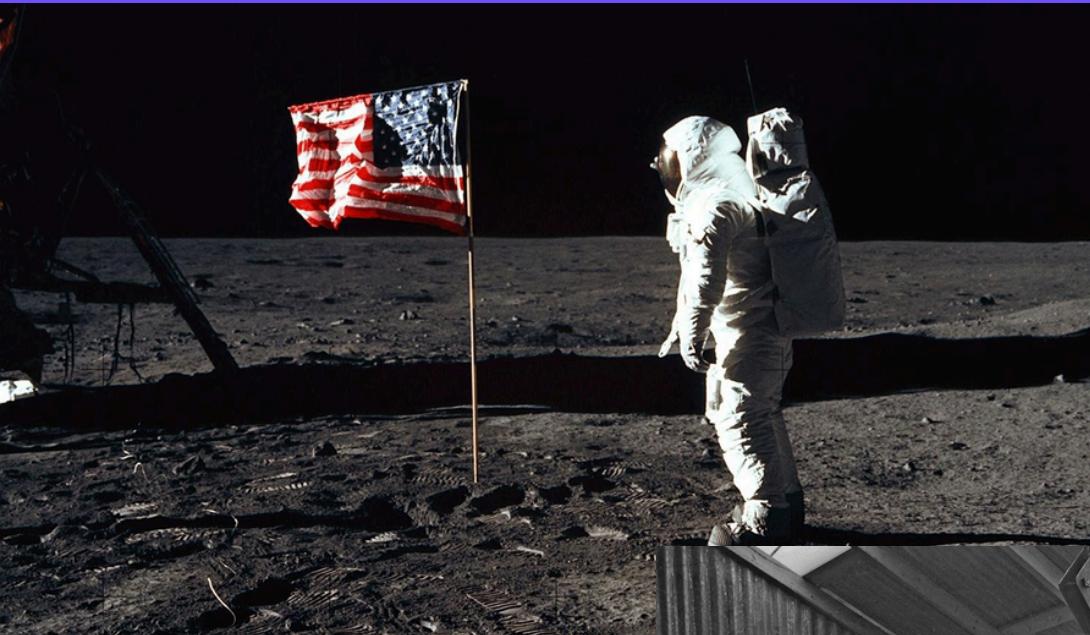




SOLLPM1





SOLPPM1

Why?



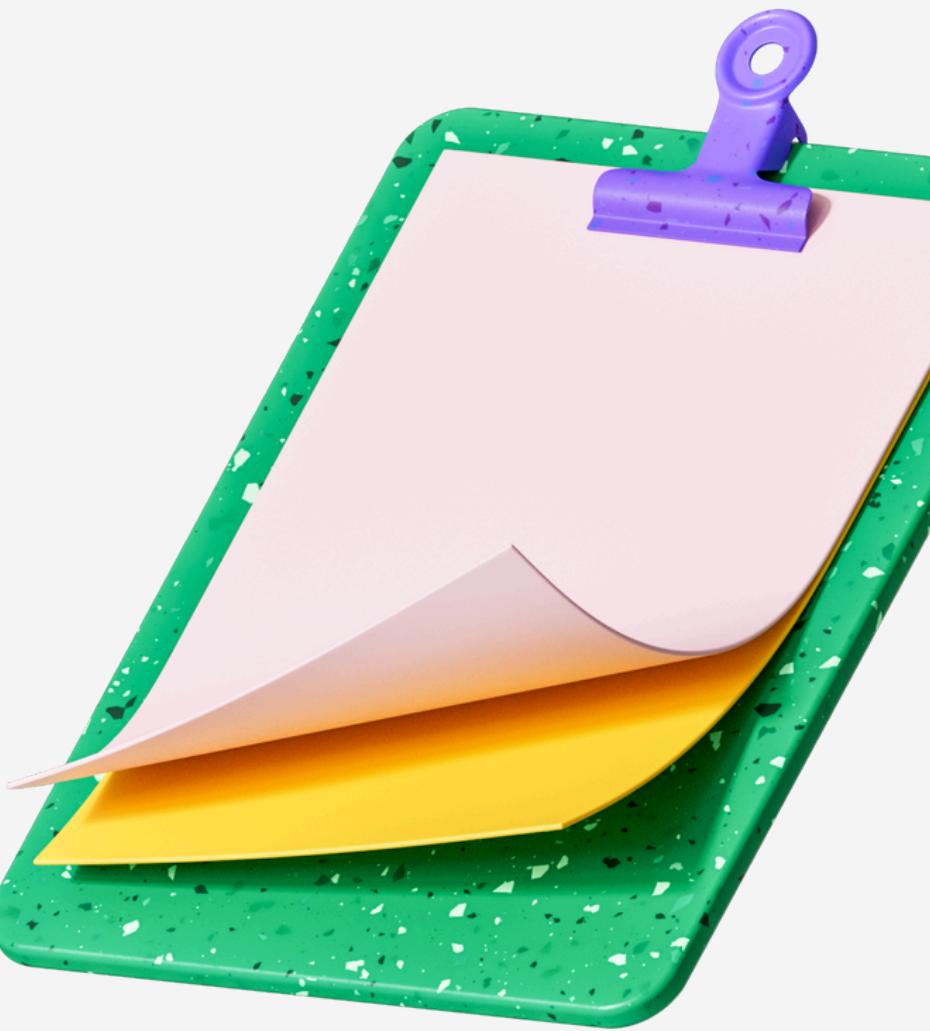
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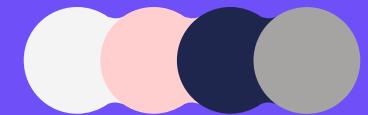
Business Case

Presented by: Bernardo, Jocson,
Rebano, Syjueco, Villanueva

Overview

- Definition and purpose
- Key relationships
- Key management products
- Creating the business case
- Key Elements
- Guidance





SOLLPM1

What is a business case?

A business case is a document that justifies the initiation, continuation, or completion of a project.

- Provides decision-makers with the necessary evidence to **determine whether an investment is worthwhile**.
- **Guides the team** and ensures everyone knows why the project matters.



SOLLPM1

Purpose of the Business Case Practice



Desirable

Is it needed?

Viable

Is it possible to do?

Achievable

Is it possible to deliver the benefit?

Worth

If it is worth the continued investment

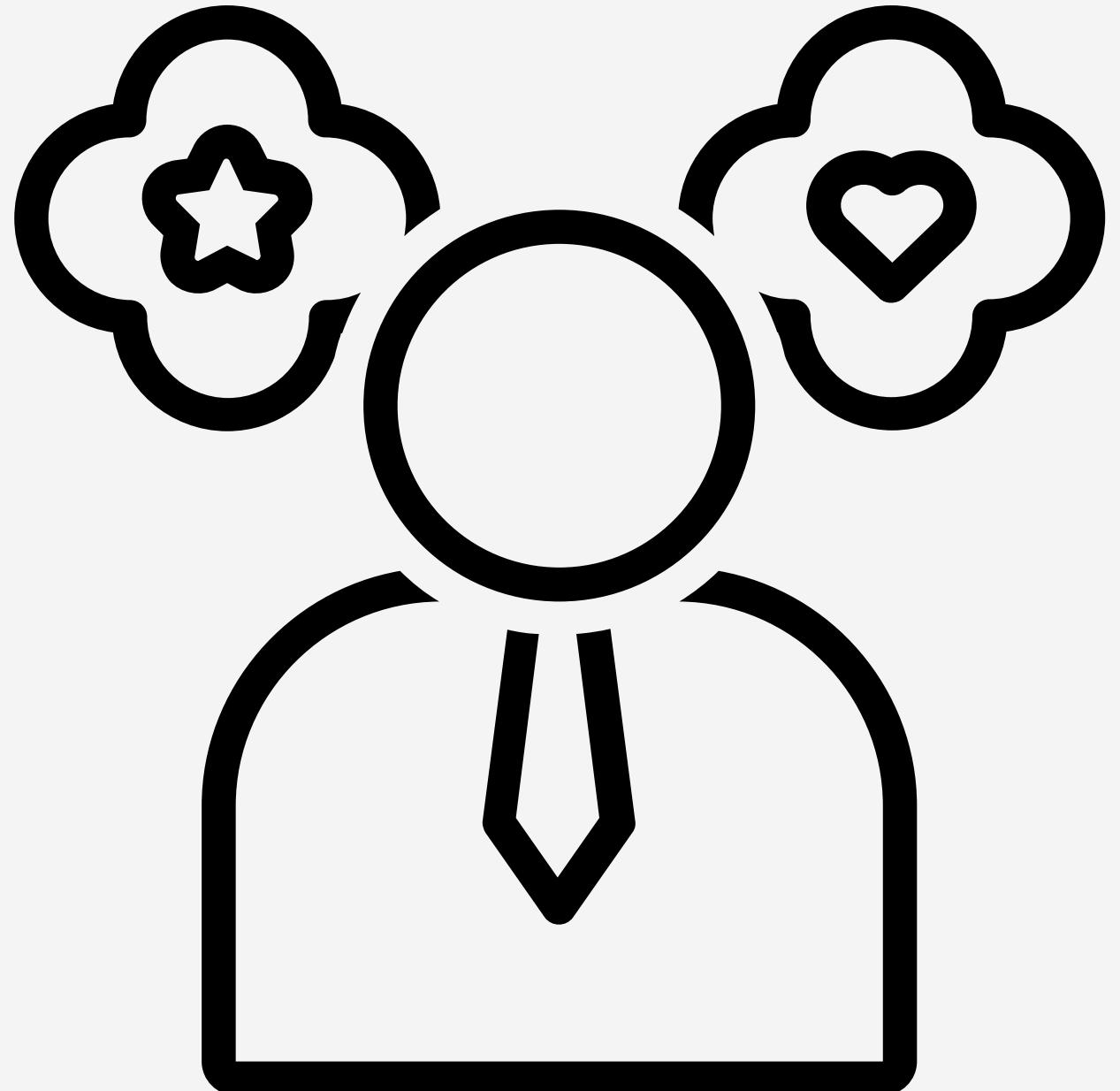
Desirable

Is it needed?

Benefits vs Costs

A business case must demonstrate the need for a project and justify its value:

- Why is this project needed?
- What benefits will it bring? (revenue growth, cost savings, efficiency, etc)
- What happens if we don't proceed? (Risks of inaction)



Viable

Is it possible to do?

Are we capable of delivering?

A business case must assess whether the project can realistically be done.

- **Financial Viability** – Is there a positive ROI? Does the business have the funds?
- **Technical Feasibility** – Is the solution possible with current technology?
- **Resources** – Do we have the budget and infrastructure?
- **Risk Assessment** – What are the risks to starting this project?



Achievable

Is it possible to deliver the benefit?

A business case must assess whether the project can realistically be executed and sustained.

- **Financial Viability** – Can the budget sustain the project long enough to deliver results?
- **Technical Feasibility** – Can the organization implement and maintain the technology effectively?
- **Resources** – Do we have the expertise, manpower, and capacity to execute and sustain the project?
- **Risk Assessment** – What potential risks could prevent us from completing the project successfully?



Worth

If it is worth the continued investment

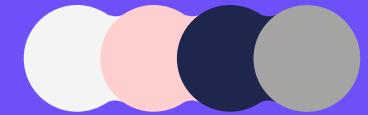
A project must **continuously justify its value** by delivering measurable benefits that outweigh costs.

Regularly:

- ✓ Monitor performance
- ✓ Assess risks
- ✓ Gather stakeholder feedback

If the project no longer provides a positive return or better opportunities arise, it should be adjusted or stopped.



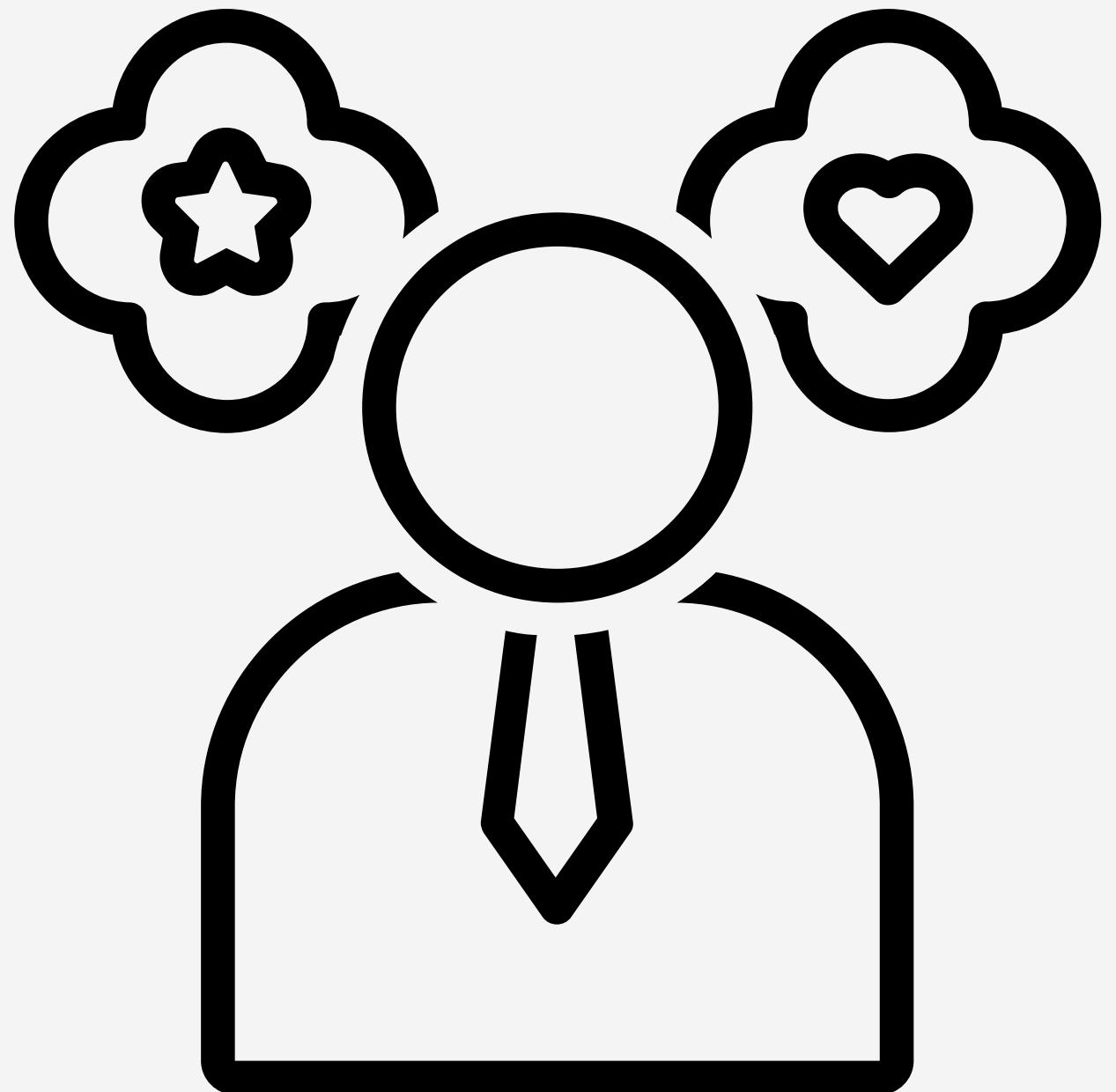


SOLLPM1

The key relationships between 'business case' practice and the principles

Continued Business Justification

- To determine whether the project is desirable, viable, and achievable to ensure it remains worth the continued investment



Learn from Experience

- Developing a business case would require for a person to conduct a thorough analysis of the project's potential costs, benefits, and risks, allowing for informed decision-making and increasing the chances of successful project delivery.



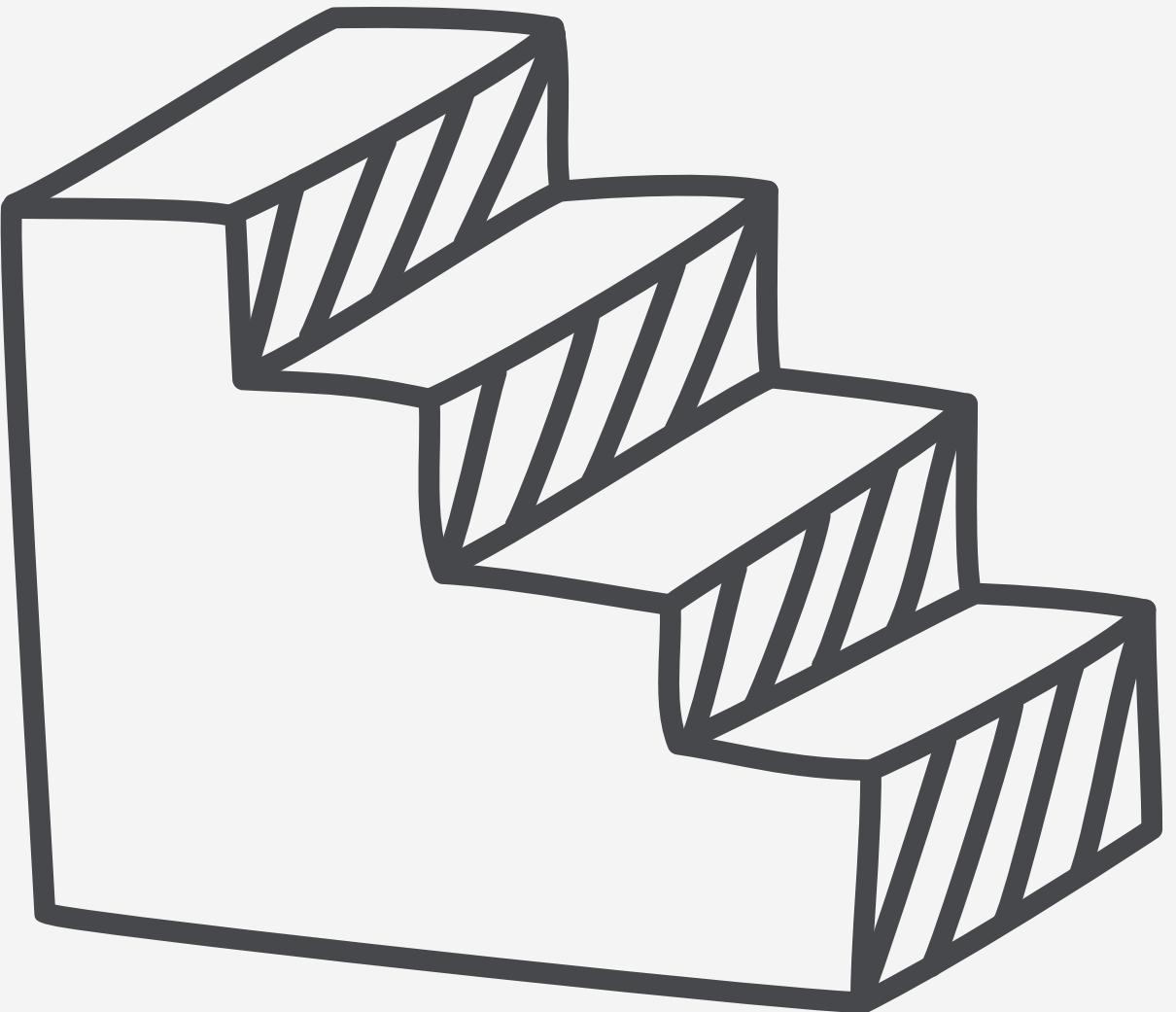
Defined Roles and Responsibilities

- Assigns accountability for managing the business case, ensuring that decisions at stage boundaries are checked for business justification.



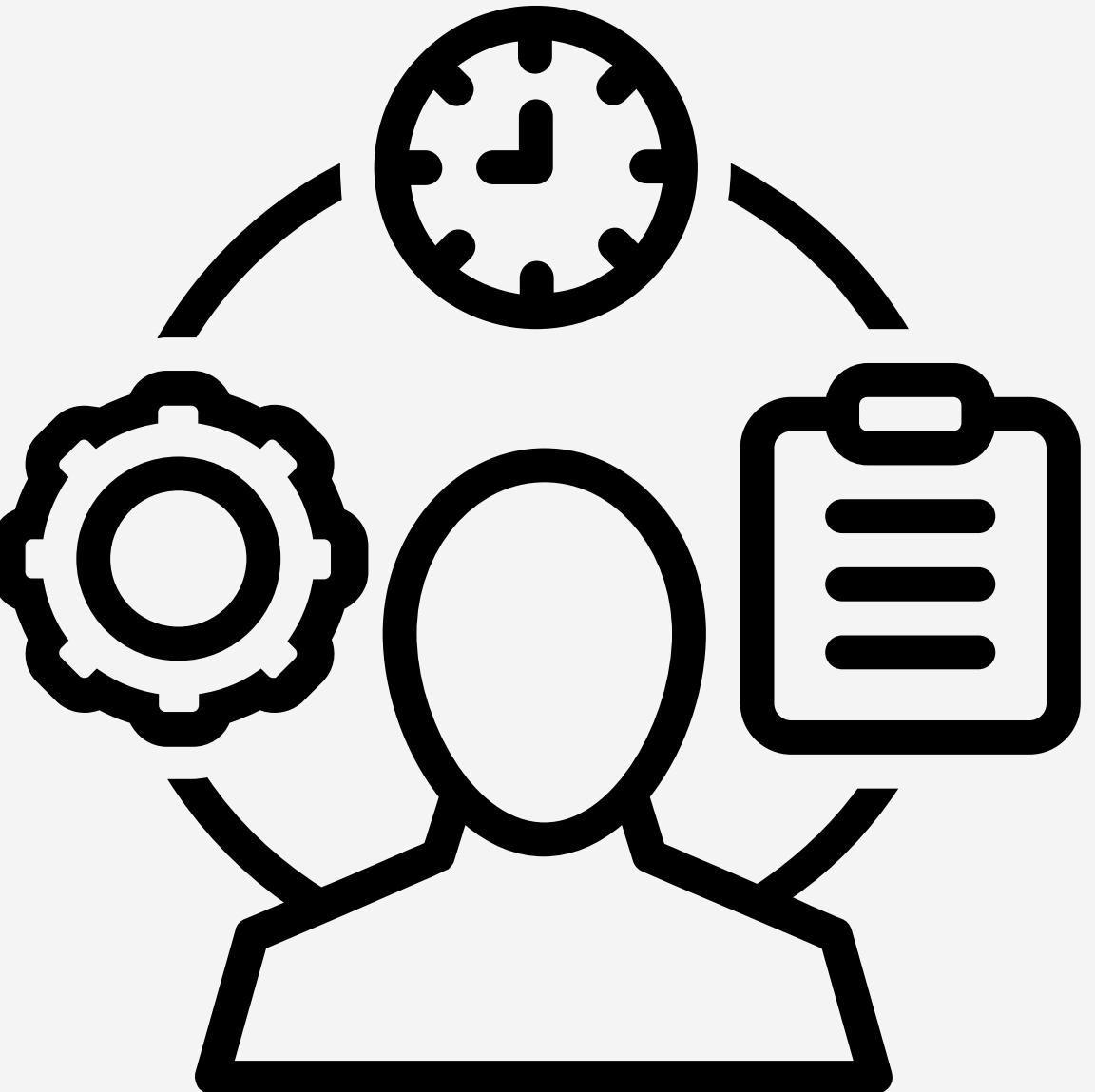
Manage by Stages

- To determine whether the project is desirable, viable, and achievable to ensure it remains worth the continued investment



Manage by Exception

- For it to be maintained and reviewed at each stage boundary to ensure the project remains aligned with its intended objectives and continues to be justified.



Focus on Products

- The business case ensures that the products produced can lead to the required outcomes and benefits, aligning project deliverables with business objectives.



Tailor to Suit the Project Environment

- The business case practice ensures that the level of formality and control for developing the business case is appropriate to the project's needs.





SOLLPM1

Purpose of the key
management products
required to support the
'business case' practice.

Business Case



1. Purpose

- The Business Case is the most critical document that justifies the investment in a project. It outlines the reasons for undertaking the project, the expected benefits, the costs, the risks, and the timescales.

2. Importance

- Ensures that the project remains aligned with business objectives and is continuously reviewed to confirm its viability.

3. Updated

- At every stage boundary to ensure ongoing justification.

Benefits Management Approach



1. Purpose

- Defines how and when project benefits will be measured and realized. It ensures that the organization can track whether the expected benefits are achieved after project completion.

2. Importance

- Provides a structured way to evaluate project success beyond delivery.

3. Updated

- Throughout the project lifecycle, particularly before and after project closure.

Project Brief



1. Purpose

- Provides a high-level description of the project, including objectives, scope, and constraints. It serves as a foundation for the Business Case in the Starting Up a Project phase.

2. Importance

- Ensures that project stakeholders have a shared understanding of the initial justification and scope before project initiation.

3. Updated

- Developed at the beginning and refined into the Project Initiation Documentation (PID).

Project Initiation Documentation (PID)



1. Purpose

- A consolidated document that includes key information from the Business Case, project plans, risk management strategies, and quality management approaches.

2. Importance

- Acts as the contract between the project management team and the organization, ensuring that the project remains justified and controlled.

3. Updated

- At key decision points, particularly before Stage Boundaries

End Project Report



1. Purpose

- Provides an overview of the project's performance in relation to its original objectives, including a final evaluation of the Business Case and an assessment of benefits realization.

2. Importance

- Helps inform future projects by documenting lessons learned and ensuring accountability for achieving expected benefits.

3. Updated

- At project closure.

Lessons Log



1. Purpose

- Captures lessons from the project, including those related to the Business Case, so they can be applied to future initiatives.

2. Importance

- Encourages continuous learning and improvement in business justification processes.

3. Updated

- Throughout the project.

Who writes the Business Case?

- **Program management:** often develops the detailed business case
- **Project Manager/business analyst:** many organizations delegate this to them
- **Project Assurance:** can assist with developing the BC (i.e., clarify things)



Creating the Business Case



Key steps

1. **Develop** (create) the business case
 - Responsibility of the executive
2. **Verify** the business case
 - Determine whether the business case is worthwhile
 - Done at verification points in the project by the Project Board
3. **Maintain** the business case
 - Keep the business case updated
 - May be updated when assessing risks or issues or at the end of every stage
4. **Confirm** the benefits
 - Benefits are identified and written down at the start of the project
 - For each benefit, the following must be included in the Benefits Management Approach
 - How the benefit will be measured
 - When the benefit will be realized (typically after a project is closed, sometimes during the project)

Creating the Business Case



Business Case

Project Name	Project Manager
Client	Duration

Executive Summary	<ul style="list-style-type: none">Write a short version of each of the following sections in your business case.
-------------------	--

Mission Statement	<ul style="list-style-type: none">Define the vision, goals and objectives of the project.
-------------------	---

Product/Service	<ul style="list-style-type: none">Explain what the product or service and how it fits a niche or serves a need.
-----------------	---

Project Definition	<ul style="list-style-type: none">Provide general information about the project, such as a project plan outline.
--------------------	--

Project Organization	<ul style="list-style-type: none">What is the structure of the project, such as functional, matrix, projectized or composite
----------------------	--

Benefits Management Approach



Benefits Management Approach

Document Information

Project name:	The name of your project
Date:	Date of the last approved version of this document
Author:	Normally, the name and title of the Project Manager
Approver:	Normally, the Project Board and the CPC
Document code:	Configuration item record number for this document
Version:	Version of the document (e.g. v2.12)

Note: this document may not be valid anymore. Please check the configuration management system for the latest approved version of the document.

Approval

Date	Name and Signature

Page 1 of 2

Benefits Management Approach

Notes

Any extra information or concerns, or an executive summary can go here. Leave empty if not needed.

Benefits

ID:	1
Benefit:	A short description of the expected benefit
Accountable:	The person accountable for this benefit
Actions:	Actions that may be required to ensure that this benefit will be realized
Measurements:	How and when to measure the benefit
Targets:	The target values for the measurements
Reviews:	How and by who the results of the measurement will be reviewed

repeat the above table for each of the benefits

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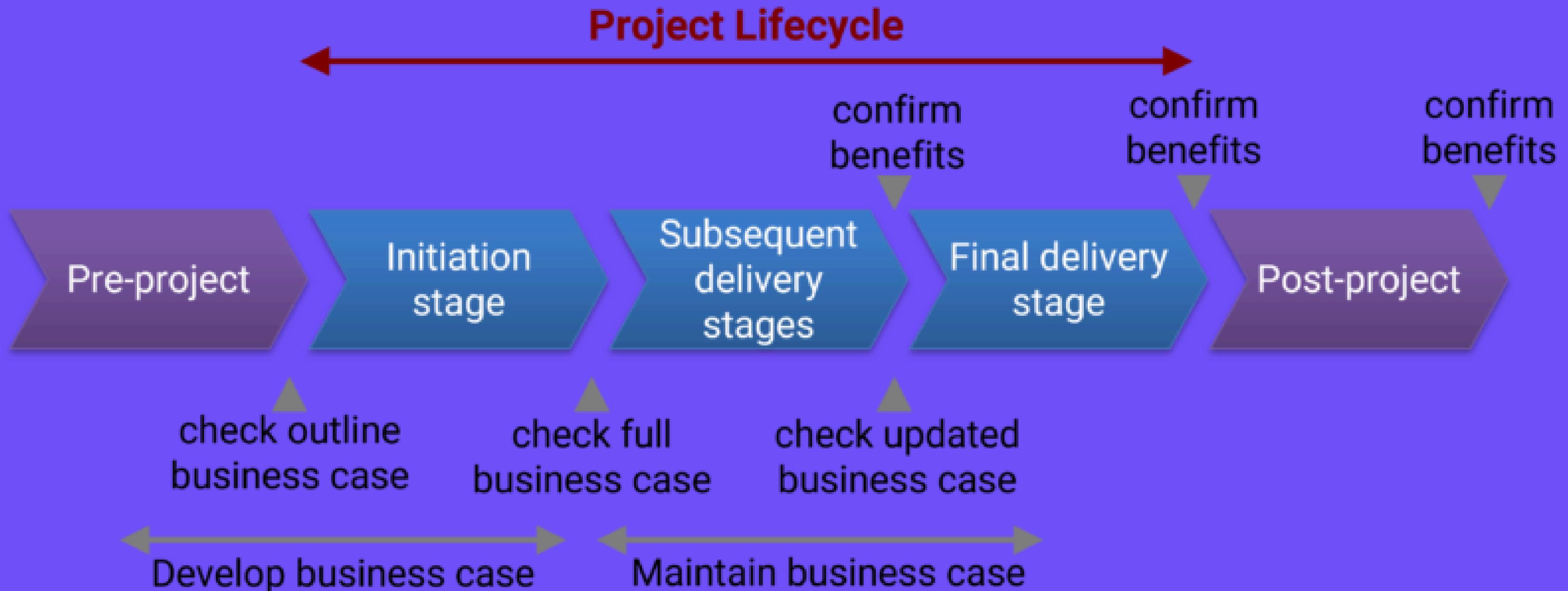
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Creating the Business Case



Key Elements of a Business Case

- **Executive summary:** This is a concise overview of the business case, highlighting the business problem, proposed solution, and expected benefits.
- **Problem statement:** This clearly describes the business issue or opportunity the project aims to address
- **Analysis of options:** This involves evaluating potential solutions, including their pros, cons, and estimated costs.
- **Recommended solution:** Based on the analysis, this is the proposed course of action, along with a justification for its selection.



Key Elements of a Business Case

- **Implementation plan:** This involves making a high-level roadmap outlining the project timeline, milestones, necessary resources, and key deliverables.
- **Financial analysis:** This includes a cost-benefit analysis that breaks down the project's expected costs, benefits, and return on investment (ROI).
- **Risk assessment:** This helps identify potential risks associated with the project and strategies to mitigate them, including sensitivity analysis.
- **Stakeholder analysis:** This is an overview of the individuals or groups that the project impacts and their level of influence and interest.
- **Conclusion:** This summarizes the key points and offers a compelling call to action for decision-makers to approve the project.

Guidance for Effective Management of a Business Case

Correctly Identify the Business Problem

Explore Multiple Solutions

Carefully Describe the Implementation

Continual Assessment and Maintenance

Involve Stakeholders

Establish Clear Metrics for Success





SOLPPM1

Fin.

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