**Business Case**

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| **Project Name** | **Project Manager** |
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| **Client** | **Duration** |
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| **Executive Summary** | * **Write a short version of each of the following sections in your business case.**   [Download our free Executive Summary Template for Word](https://www.projectmanager.com/templates/executive-summary-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-business-case&utm_content=&utm_detail=&utm_term=none) |

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| **Mission Statement** | * **Define the vision, goals and objectives of the project.** |

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| **Product/ Service** | * **Explain what the product or service and how it fits a niche or serves a need.** |

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| **Project Definition** | * **Provide general information about the project, such as a project plan outline.** |

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| **Project Organization** | * **What is the structure of the project, such as functional, matrix, projectized or composite.**   [Download our free Organizational Chart Template for Excel](https://www.projectmanager.com/templates/organizational-chart-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-business-case&utm_content=&utm_detail=&utm_term=none) |

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| **Financial Appraisal** | * **Estimate the cost of executing the project plan over the schedule of the project.**   [Download our free Project Estimate Template for Excel](https://www.projectmanager.com/templates/project-estimate-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-business-case&utm_content=&utm_detail=&utm_term=none) |

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| **Market Assessment** | * **Research the market opportunities and threats, including competitors.** |

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| **Marketing Strategy** | * **Show how your product or service with be distributed, what its pricing will be, the target audience, etc.**   [Download our free Marketing Plan Template for Word](https://www.projectmanager.com/templates/marketing-plan-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-business-case&utm_content=&utm_detail=&utm_term=none) |

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| **Risk Assessment** | * **Figure out risks to your project and work on how to identify and mitigate them.**   [Download our free Risk Management Plan for Excel](https://www.projectmanager.com/templates/risk-management-plan-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-business-case&utm_content=&utm_detail=&utm_term=none) |