**Business Case**

|  |  |
| --- | --- |
| **Project Name** | **Project Manager / Business Analyst** |
|  |  |
| **Client** | **Duration** |
|  |  |

|  |  |
| --- | --- |
| **Executive Summary** | * Write a short version of each of the following sections in your business case. |

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

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

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

|  |  |
| --- | --- |
| **Project Organization** | * What is the structure of the project, such as functional, matrix, projectized or composite. |

|  |  |
| --- | --- |
| **Financial Appraisal** | * Estimate the cost of executing the project plan over the schedule of the project. |

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

|  |  |
| --- | --- |
| **Marketing Strategy** | * Show how your product or service will be distributed, its pricing, the target audience, etc. |

|  |  |
| --- | --- |
| **Risk Assessment** | * Figure out risks to your project and work on identifying and mitigating them. |