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| **BUSINESS CASE** | |
| **Proposed Project** | [At this point, the project is not yet approved, so it may not have its final name or the name may change. The current name or identifier should be included here.] |
| **Date Produced** | [The date the Business Case is produced.] |
| **Background** | [This section should include information that will help the reader understand the context and background history regarding the potential project. This section should not be written assuming that the background is common knowledge, but instead should be specific in order to create a common understanding of the context.] |
| **Business Need/ Opportunity** | [This section should demonstrate the business need or opportunity that the proposed project will address.] |
| **Options** | [This section documents the potential approaches to complete the project. There are always a minimum of two options: perform the project or do nothing.] |
| **Cost-Benefit Analysis** | |
| [This section contains the detailed costs and benefits of each option listed in the previous section. The costs may include considerations such as financial expenditures, the amount of time required, possible risks, and the potential for reduced quality. The benefits may include the potential of increased sales, market share, and brand recognition, and the reduction of errors and ongoing costs. Each option should be clearly identified and listed separately.] | |
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| **Recommendation** | |
| [This section contains the recommended option from the previous section.] | |