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| Project Business Case Example | | | |
| Project Name | Health-Focused Catering Management Application | | |
| Project Sponsor | Head of Wellness Programs | Project Manager | Jakub Szewczyk |
| Date of Project Approval | 27.05.2024 | Last Revision Date | 29.05.2024 |
| Contribution to Business Strategy | Project aligns perfectly with our organization's commitment to promoting healthier lifestyle choices among consumers. By integrating nutritional guidance and personalized meal planning, the application directly supports the business strategy to lead in the health and wellness market space. This initiative will not only enhance our service offerings but also deepen our engagement with users who are increasingly looking for convenient, health-conscious dining options. Through this application, we aim to establish a robust connection between dietary management and customer well-being, creating a holistic ecosystem that encourages a healthier society. Furthermore, the integration of this technology will improve operational efficiency, streamline our service capabilities, and foster innovative approaches within the catering industry. This strategic alignment ensures that our business remains at the forefront of the health and wellness trend, driving both customer satisfaction and business growth. | | |
| Options Considered | 1. Additional dietitians 2. Partnership with gyms 3. Application (selected) | | |
| Benefits | 1. Healthier customer chioces 2. Increased user engagement 3. Expanded service reach | | |
| Timescales | 6-8 months (due to software development and testing) | | |
| Costs | App development: $50,000  Marketing: $20,000  Nutrition team: $30,000  Total: $100,000 | | |
| Expected Return on Investment | Year 1:$10,000  Year 2:$70,000  Year 3:$150,000 | | |
| Risks | Risk of low initial user adoption, technical issues with app integration | | |