Business Case Naveen K

11-19-16

# **Executive Summary**

## **Issue**

This section should briefly describe the business problem that the proposed project will address. This section should not describe how the problem will be addressed, only what the problem is.

Clients can now build a car tailored to their needs. We aren’t talking about building a rebadged Toyota Corolla, or Chevy Corvette. The client can give their custom specs they would like to the builder. The builder will then take those specs and store them into the database.

## **Anticipated Outcomes**

This section should describe the anticipated outcome if the proposed project or initiative is implemented. It should include how the project will benefit the business and describe what the end state of the project should be.

The program will grab the customer’s specs, and behind the scenes, construct the vehicle custom tailored to their needs.

## **Justification**

This section justifies why the recommended project should be implemented and why it was selected over other alternatives. Where applicable, quantitative support should be provided and the impact of not implementing the project should also be stated.

* One problem with buying cars is that when a customer wants something, they can get it, but they have to either tack on or give up some features in order to get what they want. This project is unlike typical cars on the road. This will literally custom build a car tailored to a customer’s needs. The program won’t build a Toyota or Chevy. In fact, there won’t really be a brand name for the particular car.

# **Business Case Analysis Team**

This section describes the roles of the team members who developed the business case. It is imperative that participants and roles are clearly defined for the business case as well as throughout the life of the project.

|  |  |  |
| --- | --- | --- |
| **Role** | **Description** | **Name/Title** |
| CEO | Propose Project | Naveen K |
| Technology Support | Provides all technology support for the project | Naveen K |
| Project Manager | Manages the business case and project team | Naveen K, Project Manager |

## 

# **Project Overview**

This section describes high-level information about the project to include a description, goals and objectives, performance criteria, assumptions, constraints, and milestones. This section consolidates all project-specific information into one chapter and allows for an easy understanding of the project since the baseline business problem, impacts, and recommendations have already been established.

Clients can now build a car tailored to their needs. We aren’t talking about building a rebadged Toyota Corolla, or Chevy Corvette. The client can give their custom specs they would like to the builder. The builder will then take those specs and store them into the database.

## **Project Description**

This section describes the approach the project will use to address the business problem(s). This includes what the project will consist of, a general description of how it will be executed, and the purpose of it.

## **Project Constraints**

This section lists the preliminary constraints for the proposed project. As the project is selected and moves into detailed project planning, the list of constraints will most likely grow as the project plan is developed. However, for the business case there should be at least a preliminary list from which to build.

* Constraints:
  + Limitations: Time, what features of project can be implemented

## **Major Project Milestones**

The following are the major project milestones identified at this time. As the project planning moves forward and the schedule is developed, the milestones and their target completion dates will be modified, adjusted, and finalized as necessary to establish the baseline schedule.

|  |  |
| --- | --- |
| **Milestones/Deliverables** | **Target Date** |
| Project Charter | 10/05/2016 |
| Project Plan Review and Completion | 10/06/2016 |
| Project Kickoff | 10/07/2016 |
| Phase I Complete | 10/08/2016 |
| Phase II Complete | 11/01/2016 |
| Phase III Complete | 11/08/2016 |
| Phase IV Complete | 11/15/2016 |
| Phase V Complete | 12/04/2016 |
| Closeout/Project Completion | 12/07/2016 |

# **Approvals**

The business case is a document with which approval is granted or denied to move forward with the creation of a project. Therefore, the document should receive approval or disapproval from its executive review board

The signatures of the people below indicate an understanding in the purpose and content of this document by those signing it. By signing this document you indicate that you approve of the proposed project outlined in this business case and that the next steps may be taken to create a formal project in accordance with the details outlined herein.

|  |  |  |  |
| --- | --- | --- | --- |
| **Approver Name** | **Title** | **Signature** | **Date** |
| Naveen K | President and COO |  | 11/18/16 |