# [Business Case Name]

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| --- | --- | --- | --- |
| Name: |  | Date: |  |

1. **– EXECUTIVE SUMMARY**

Short summary of the full business case. Describes at a high level the problem, synopsis of the analysis, and explanation of the recommended solution. Generally written last as the other sections are utilized to complete.

1. **– PROBLEM STATEMENT**

Clear and concise statement that describes the opportunity or issue being address in the business case.

1. **– ANALYSIS**

Provides a clear description of the what, why, and how of the potential project. Fully defines the opportunity or problem and how it came about. Explains what is likely to happen if no action is taken. Describes the potential resources required and any budget or timeline needs.

1. **– SOLUTION OPTIONS**

Breaks down the top solutions that were explored. Provided as a list with brief description of the potential solutions and the pros and cons of each. One option should always be to do nothing.

1. **– COST-BENEFIT ANALYSIS**Evaluates the cost and benefits for each of the solution options mentioned in the previous section. Includes the anticipated financial benefit and timetable for there to be a return on investment. This section can be combined with the Solution Options if it makes sense for the situation.
2. **– RECOMMENDATION**

Explains your recommendation for the project and how you came to that decision. This section is utilized to sell the reason the project should be green lighted and implemented. Can include thoughts on how the project should be ran such as methodology, resources, and timeframe.