**Business Case**

**Overview**

Review this business case to assist you in developing a comprehensive project charter and stakeholder register. This business case was approved by AHI Inc.

**Business Need**

* **Project:** Develop an application to provide marketing data in real-time
* **Goal:** The app will help AHI gather information and data to better understand the target market and develop strategies in real-time.
* **Situation:** The health and skin care industry is expanding and highly competitive. AHI offers a wide range of electronic tools for skin care, massage, beautification, and more. AHI needs real-time access to market trends, consumer preferences, competitive data, and market share data.
* **Value:** Enabling product development and phase-out decisions, improved pricing analysis, increased sales, improved customer satisfaction, and acceleration of new product launch decisions.
* **Problem:** Currently, tracking is done with a variety of unlinked systems and depends on manual consolidation efforts. Collecting and analyzing data takes time, delaying decision making.
* **Drivers:** Remain competitive and viable in a growing healthcare and skin care market

**Project Justification**

| **Cost / Solutions** | **Benefits** |
| --- | --- |
| * App development * Data feeds * IT hardware and software * IT storage * Security upgrades * Personnel | * Increased revenue * Increased customer satisfaction * Cost avoidance * Improved product time to market * Improved marketing focus |

* **Urgency:** Need to leverage AHI to achieve a higher share of projected global industry growth of 4.5% to 7.5% over the next three years.
* **Constraints:** $250,000 fixed budget. Schedule critical.
* **Assumptions:** We can develop a viable app to meet marketing needs. IT can support the app. The app will improve marketing effectiveness. 20% ROI in Year 1.
* **Risks:**
  + Over-budget: reduced ROI
  + Design flaws: app launch delays
  + Development delays: app launch delays
  + IT capability issues: reduced ROI and app launch delays
  + Internal app development capacity: app launch delays

**Business Strategy**

**Implementation strategy:** Project kick-off Apr 20xx

* Design (May 20XX)
  + Finalize app requirements, analysis, and design
  + Finalize all IT infrastructure upgrade requirements
* Develop (Jun-Aug 20XX)
  + Develop an initial app prototype
  + Develop the required IT interface
* Test App (Sep 20XX)
  + Perform initial beta test
  + Gather feedback
  + Upgrade app and IT infrastructure
* Launch App (Oct 20XX)
  + Add two new hires to support IT
  + Train personnel on the new app
  + Launch the app
  + Gather feedback
* Improve (Nov 20XX)
  + Incorporate feedback
  + Make adjustments
  + Monitor app effectiveness
  + Plan for Version 2