



Business Case

IS THE PROJECT FINANCIALLY VIABLE ?

What does the Business Case mean?

It is an economic feasibility study, intended to ensure the viability of an investment.

This is a prerequisite for the project launch and will serve as a posterior basis for evaluating the achievement of objectives at the end of the project.

When to use it?

PRE-INITIATION PHASE

The Business Case is a business document of the project, produced upstream of the project.

In addition to its use before the launch of the project to accept or reject the project, the business case makes it possible to measure the success of the project according to its objectives when it's finished.

How to use it?

From the definition of the problem or the opportunity, to the definition of success criteria and performance measurement indicators, you will have to complete each of the boxes:

- Executive Summary
- Current situation
- Objectives and benefits
- What are the options ?
- And so on

The case study "CMRL" is there to guide you in your own business case.

Document structure

- Executive Summary
- Current situation
- Objectives and Benefits
- What are the options
- Recommendations
- Deliverables
- Resources and stakeholders