

Business Case

A business case is a project proposal that contains a cost-benefit analysis. It is a document and requirement when you want to suggest a development project to communicate your ideas to the shareholders.



Business Case Definition & Meaning

A business case is a document with the critical data regarding your project proposal.

Business cases are instrument heads and shareholders' requests to see whether your proposal has heavier benefits than the costs and risks.

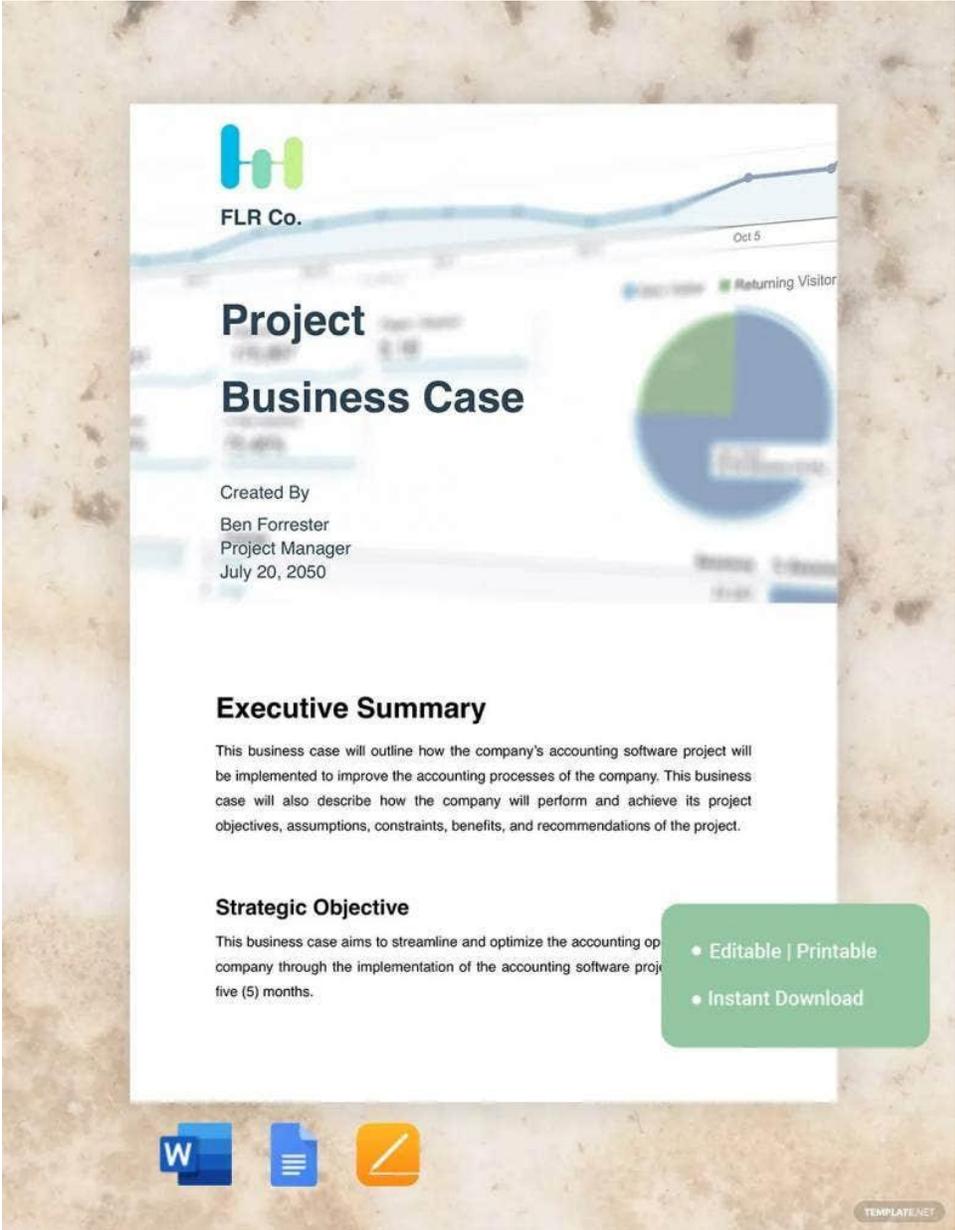
What Is a Business Case?

A business case is a proposal for a specific project that can develop and improve the business or company. However, it is crucial to prove that although it has disadvantages, the advantages can counter and beat the risky factors. Hence, to convey to the company boards of directors, a business case must come into place to discuss and elaborate on the processes, budget, and overall activities.

10 Types of Business Case

Project Business Case

A [project business case](#) is a proposal regarding a project. It is a page of documents providing an outline and executive summary of the project. Project business case allows you to encourage the company to trust your plans.



Construction Business Case

Construction projects are crucial in society. Since it has its risks and particular budget a [construction business case](#) is a must. That way, you can explain the benefits of the construction project and why it is worth it and advantageous.

PHT Construction

Construction Business Case

Created By
Gary Mills
Project Manager
January 3, 2050

Executive Summary

With an expected budget of \$250,000.00, the construction company wishes to acquire the LGT Risk Assessment Tracker for PHT Construction projects. The company seeks to use a risk assessment tracker to guarantee the safety of its employees through finding the best types of equipment, managing supply chains, and providing safety solutions for the who of the company. By launching the Risk Assessment project headed by the company's Safety Director, the project will have a safe workspace, have a decreased risk of potential unwanted equipment breakdowns.

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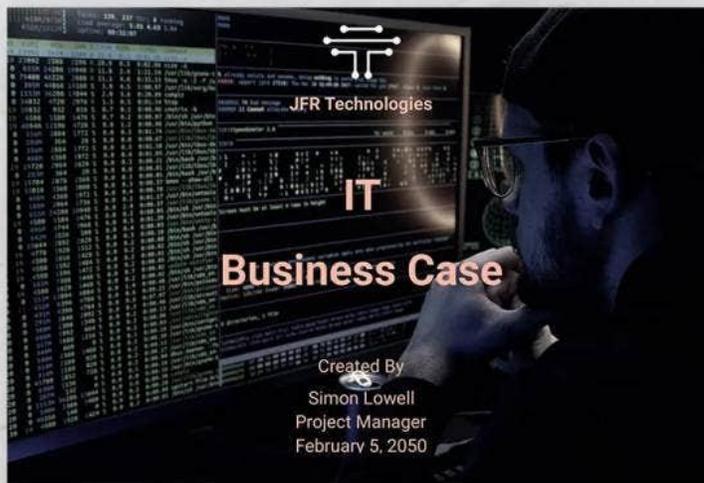
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IT Business Case

IT or information technology is a crucial component in a business since companies operate with digital techniques nowadays. [IT business case](#) is a presentation showcasing your development plan and suggestions to the higher-ups. That way, you can convey your plans on processes that will improve IT management and solutions.

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Executive Summary

The company desires to implement a new security software to address the issues of data breaches and unauthorized access. The software development team and IT department shall be provided with an expected budget of \$1.6 million budget to develop and implement the security software. This business case also details the project goals, assumptions, constraints, and alternative options of the security software project.

Strategic Objective

This business case seeks to justify costs, efforts, and resources for the migration and implementation of new security software for the next four (4) months.



Software Business Case

Software plays a critical role in the professional industry. A [software business case](#) assists you in proposing a particular software solution to the company. It presents the software's innovative tools and functions that ensure business development.

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VPA Co.

Software Business Case

Created By
Hyacinth West
General Manager
March 30, 2050

Executive Summary

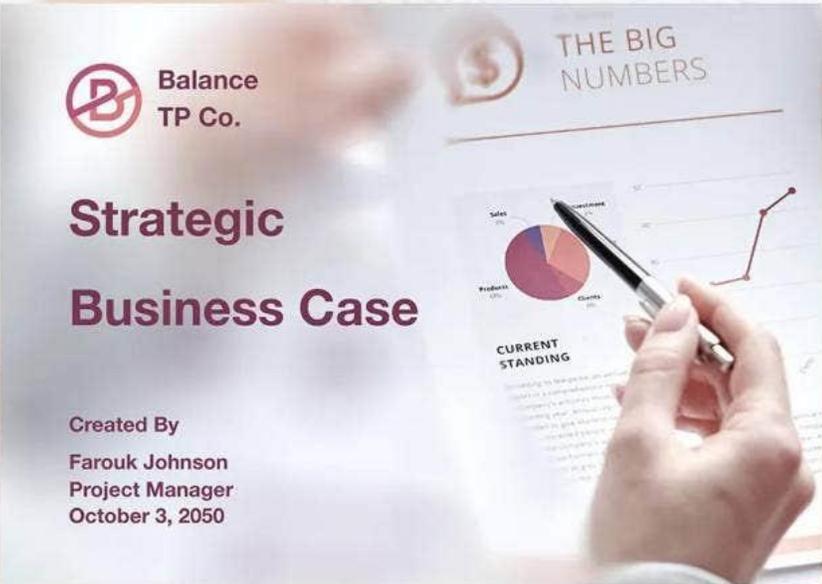
This business case outlines how the HR Solutions Software project will consolidate and optimize all of the company's HR administrative tasks in a short period of time. Through this HR Solutions Software project, it will enable the HR department to be more efficient and productive. Furthermore, this business case will demonstrate the company's project objectives, assumptions, constraints, alternatives, and recommendations.

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Strategic Business Case

A [strategic business case](#) provides a strategic framework that presents the critical data of a project. It holds the diversity of the possible results and processes needed to reach these specific objectives. It also showcases possible resources, security, financial flow, and scope of your project proposal.



Balance TP Co.

Strategic Business Case

Created By
Farouk Johnson
Project Manager
October 3, 2050

THE BIG NUMBERS

CURRENT STANDING

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Executive Summary

The Balance TP Co. seeks to create a better business marketing strategy to increase its sales from the previous year. Through the Marketing Strategy project, headed by the Marketing Director, the company intends to strengthen its strategy by recruiting SPX Marketing, a marketing firm that has worked in the sports industry for years, using an approximate budget of \$250,000.00

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Product Business Case

A [product business case](#) is the presentation and discussion of the product you planned to launch. Heads or shareholders will not just easily approve; that is why a business proposal is required for them to understand the advantages of your product. Product business cases are the study and infographics of your product exhibiting the value and costs.

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The image shows a preview of a 'Product Business Case' template. The top section features a blue banner with the text 'EDITABLE | PRINTABLE | INSTANT DOWNLOAD'. Below this is a black background with a photograph of a disassembled smartphone. The text 'CEP Technologies' and a logo are in the top right. The main title 'Product Business Case' is centered in large white font. Below the title, it says 'Created By Nate Grim, Marketing Manager, September 28, 2050'. The bottom section is white and contains an 'Executive Summary' section with a paragraph of placeholder text.

CEP Technologies

Product Business Case

Created By
Nate Grim
Marketing Manager
September 28, 2050

Executive Summary

This business case will outline the development and product launching of a new mobile phone for the next quarter. The company is planning to release a total budget of \$1.8 million for the flagship mobile phone project. This business case shall also contain the objectives, benefits, assumptions, constraints, and recommendations for the product launching.

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Promotion Business Case

A lot of employees like to get promoted; however, for you to get your promotion you will need a [promotion business case](#). A promotion business case is a proposal of yourself to get promoted and acquire your targeted position. It presents the details of your performance, value, and what you can offer to be suitable for this particular position.

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How do we keep up?
CONSTANT EVOLUTION

Foollie Advertising

Promotion Business Case

Created By
Kevin Kingston
Project Manager
July 3, 2050

Executive Summary

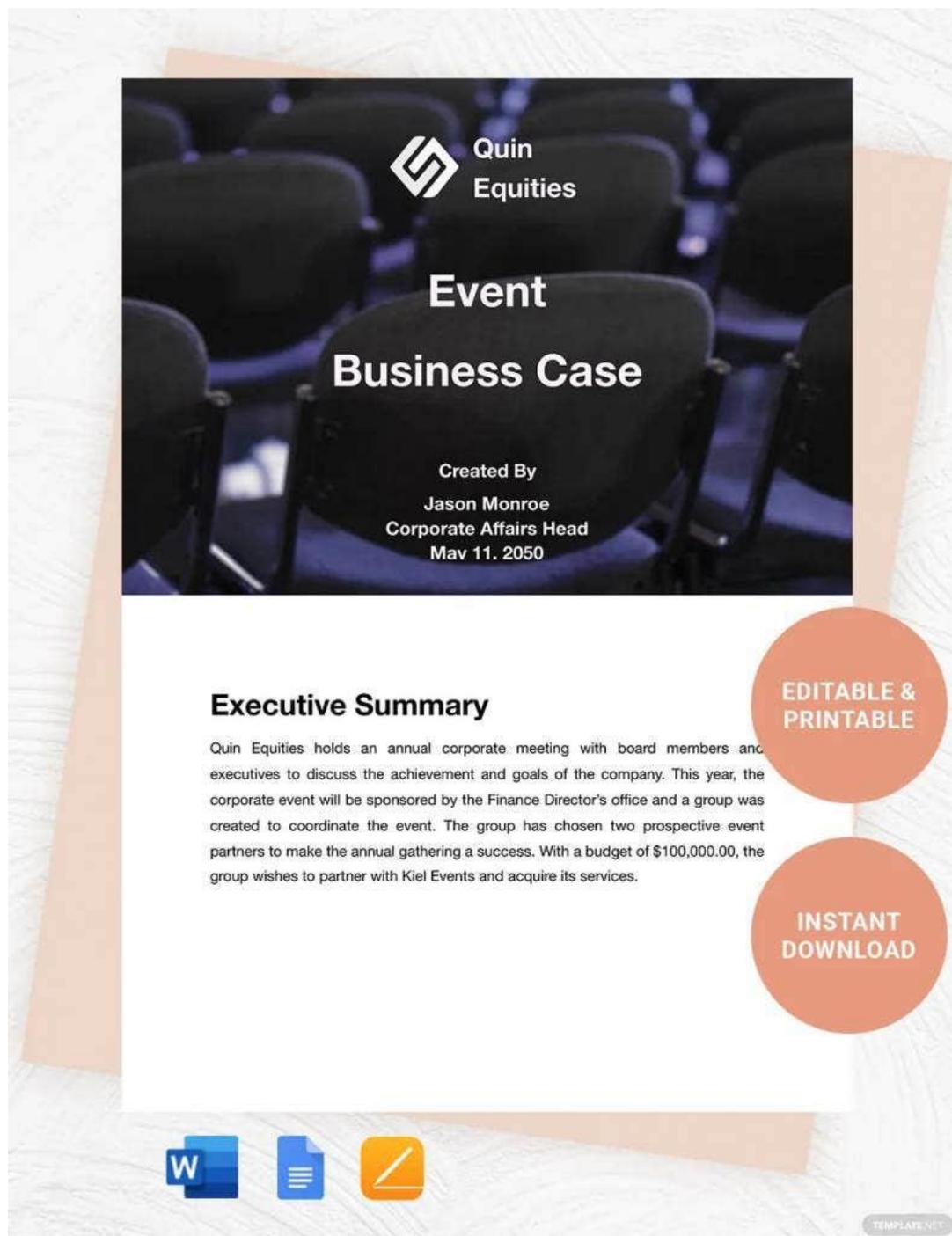
By the end of the second quarter, a lot of customer-related issues were reported and customer satisfaction dropped by 10%. In order to remediate this, Foollie Advertising seeks to solve this problem by applying proper Customer Relationship Management (CRM) tools through the Customer Relations project headed by the company's Marketing Director. With an approximate budget of \$150,000.00, the company will be using Buddybook for its CRM, sales tracker, data management, etc.

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Event Business Case

An [event business case](#) is a document that details the essential features of your event proposal. It presents data such as the benefits, budget, possible circumstances, contingencies, etc. That way, the company will understand your intentions and objectives.



The image shows a preview of an 'Event Business Case' template. The main header area features the 'Quin Equities' logo and the title 'Event Business Case'. Below the title, it states 'Created By Jason Monroe, Corporate Affairs Head, Mav 11. 2050'. The background of the header is a photograph of an empty auditorium with rows of blue seats. To the right of the main text area, there are two orange circular callouts: 'EDITABLE & PRINTABLE' and 'INSTANT DOWNLOAD'. At the bottom left, there are three icons: a blue 'W' for Word, a blue document icon, and an orange pencil icon. A small 'TEMPLATE.NET' watermark is visible in the bottom right corner.

Event Business Case

Created By
Jason Monroe
Corporate Affairs Head
Mav 11. 2050

Executive Summary

Quin Equities holds an annual corporate meeting with board members and executives to discuss the achievement and goals of the company. This year, the corporate event will be sponsored by the Finance Director's office and a group was created to coordinate the event. The group has chosen two prospective event partners to make the annual gathering a success. With a budget of \$100,000.00, the group wishes to partner with Kiel Events and acquire its services.

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Training Business Case

A training program is crucial to ensure the improvement and development of the employees. However, a business case is required to serve as a proposal to the higher management to get approval and assure that this training program is beneficial. A [training business case](#) showcases the activities you will do, the number of employees, and goals.

SCL Software Solutions

Training Business Case

Created By
Hailey Truman
Project Manager
November 06, 2050

Executive Summary

SCL Software Solutions is planning to avail training services for its selected software developers. The software developers will undergo further training in preparation for the LP Software project next year. On the contrary, this business case will describe how the company will develop its goals, assumptions, benefits, viable alternatives, and recommendations for the LP Software project.

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Marketing Business Case

A [marketing business case](#) is a marketing proposal to get the board of directors to approve your marketing plan. It demonstrates data such as the portfolio, processes, format, models, and other critical factors to implement your marketing plan. This document is a way to obtain approval and support from the company heads.



Business Case Uses, Purpose, Importance

Professionals use a business case to propose or suggest a project or an event to particular people. It is to get approval to execute the proposal, which requires a specific budget, employees, activities, etc., to implement the project. A business case has a significant role in the professional industry as it allows employees to initiate and explain their plans to their heads or clients.

Proposal

A business case is required if you have a proposal. It helps you present your planned project or event and why it is worth taking the risks. That way, you can convey your ideas.

Demonstrate

Since proposals have corresponding risks it is important to present your planned counter to these so-called risks. A business case delivers demonstrations such as diagram, visuals, checklists, a roadmap, etc., that enables you to convince your target to give the approval you need. With this method, decision-makers will understand you better.

Investment Approval

A business proposal necessitates investments since materials and services have costs. A business case aids you in convincing your client or head to give you the budget you need for the proposed investment. You can explain to the higher management the budget flow.

Improve Business

A business case exists to suggest business plans that will develop and improve the company. Although that is the case, it is critical to prove to the higher-ups that your proposal shows no risks that can put the company in a problematic situation. Instead, you can showcase development plans that will enhance business profitability.

Enhance Performance

Performance enhancement is a fruit of a business. A business case is to improve the company, which requires employee and system performance improvement as it is a critical factor in reaching the goal of a specific proposal. As a result, you can ensure beneficial processes and results.

What Is in a Business Case? Parts?

Title

The title is one of the most important aspects of a business case. It allows readers to know what the proposal is about and obtain ideas of the intention and purpose of the proposal.

Benefits

Benefits are the main part you should showcase to a proposal meeting to convince the audience to allow you to proceed with your plans and provide what you need.

Disadvantages

The audience will want to know the disadvantages of your plan to scale or weigh these possible circumstances and brainstorm whether your proposal is worth the try. That is why, when showing the possible risks, it is critical to provide a countering plan that will foresee the possible problems and generate contingency plans to prevent them before it happens.

Costs

Enabling your audience to know the finances and overall budget of your proposal is essential. Money is a top priority when deciding of giving your proposal approval since it can lead the business to a financial setback.

Roadmap

A roadmap presentation is necessary to show your audience that you have a reliable and smooth flow of your plan. It helps you and the audience have a synchronized understanding that will improve the quality of the discussion and effective communication.

Final Results

The audience will anticipate the final results of your proposal. It is essential to show them what to expect and your goals and purpose for generating and proposing such plans.

Business Case Anatomy



Title

Executive Summary

Kleio Financials seeks to grow its sales and market value and be on par with the top-performing investment companies in the region by the end of December 2020. By launching the Crowdfund Account project headed by the Account Operations Manager, the company will be using Joint Crowdfund which will open its doors to crowdfunding accounts and investors. With an estimated budget of \$400,000.00, the project will be launched by the start of the first quarter and would expect to have increased clients by 25% by the end of the year.

Strategic Objective

This business case seeks to review, analyze, and justify the addition of a new investing account, a crowdfunding platform, through the Crowdfund Account project which would allow the company to be at par with the top investing companies in the region by next year.

Roadmap

The Business Case

At the start of the year, the company leads as the top investment company in the region. However, it wanted to reach more clients by opening its doors to P2Ptech by incorporating crowdfunding accounts through the Crowdfund Account Project to be led by the Account Operations Manager with an estimated budget of \$400,000.00 to initiate the project. This will give the company increased clients of up to 25% and a market value of about \$500 million dollars by next year.

Problem Statement

To be on par with competing companies, the company must open its doors to new technology where most of the clientele is. With the use of crowdfunding management tools, the company has a higher chance of increasing its clients by 25% by the end of the year and its market value by \$500 million dollars by next year.

Assumptions and Constraints

The company expects to receive an estimated budget of \$400,000.00 to initiate the project. However, they also expect to face potential challenges such as initial mismanagements such as poor customer relations, and upsetting customers.

Viable Alternatives

Listed below are the viable alternatives for the Crowdfund Account Project:

Criteria	Joint Crowdfund	Mass Sync
Timescale	4 months	4 months
Additional Resources	Cloud-based and performance metrics	Mapping statements
Responsibilities	Crowdfunding management	Crowdfunding management
Benefits	Wider global market reach	Wider global market reach
Disadvantages	New to the market	Expensive
Costs	\$500,000.00	\$400,000.00
Expected Returns	\$500,000,000.00	\$400,000,000.00
Risks	Client portal	Tracking and benchmarking

Benefits

Disadvantages

Costs

Recommended Option

Based on the given data above, the company recommends acquiring the services of Joint Crowdfund for its Crowdfund Account project.

How to Design a Business Case?

1. Choose your [business case size](#).
2. Determine the purpose of your business case.
3. Select the [business case template](#).
4. Insert your company logo or icon.
5. Add infographics or clipart.
6. Save and download the file.

How to Design a Business Case?

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Business Case vs. Business Plan

A business case is a requirement for a business proposal that showcases critical information, such as the financial budget, processes, action plan, etc., that the audience will include in their evaluation if the proposal is practical and beneficial enough to get approval.

A business plan is a document that tackles the future of a company by providing diagrams, graphs, a roadmap, etc., that will showcase the activities you will execute to reach the cause and goal of a particular business plan.

What Is the Difference Between Business Case, Project Management, and Problem Statement?

A business case focuses on convincing the head and board of directors to approve a business, project, or event proposal to reach development.

Project management is an activity that contains the processes and procedures needed to reach productivity and performance goals to achieve project success.

A problem statement is a concise or brief description of a particular problem or hindrance that needs to be solved quickly and effectively.

Business Case Sizes

[Business case sizes](#) have various roles and purposes. A company has dimensions and preferences in every type of business document.

Types of Business Cases	Size (in)
Letter	8.5 × 11
A4	8.3 × 11.7
Legal	8.5 × 14

Business Case Ideas & Examples

You can use a business case to multiple goals. [Business case ideas](#) and examples are required to assist you in choosing the best format and layout for your business proposal.

- Investment Business Case Ideas and Examples
- HR Business Case Ideas and Examples
- School Business Case Ideas and Examples
- University Business Case Ideas and Examples
- Engineering Business Case Ideas and Examples
- Proposal Business Case Ideas and Examples
- Analysis of Business Case Ideas and Examples
- Employee Business Case Ideas and Examples
- Healthcare Business Case Ideas and Examples
- Hiring Business Case Ideas and Examples

FAQs

Why do we need business cases?

A business case aids you in explaining your proposal to the higher management to evaluate and assess if it is appropriate to give you approval.

What is required in a business case?

A business case should be concise and transparent while ensuring the presence of the problem, opportunity, action plan, budget, and involved teams or departments.

What are functional requirements in a business case?

Functional requirements in a business case focus on the “how” of the business proposal, which involves the assigned employees, processes, procedures, and the overall activity behavior of the project.

What is a business case for the project?

A project business case is a project proposal you seek approval from the higher management that showcases the overall procedure and activities needed to implement to reach a specific goal.

How do you write a business case?

First, you need to open Microsoft Word or Apple Pages, determine the purpose and intention of your proposal, select a template, create a draft, write down your draft in the template, proofread, save and download your file.

What should be included in a business case?

Your business case should include a transparent purpose, clear roadmap, professional infographics, accurate typings, elaborative details, procedure descriptions, involved employees, programs, objectives, and possible results.

What are the five components of a business case?

In a business case, five components are the problem statement, executive summary, analysis of the situation, solution options, project description, cost-benefit analysis, number of recommendations, and budget plans.

What is an effective business case?

An effective business case includes the lean six sigma because it promotes audience satisfaction by allowing you to deliver and exhibit a fact-based, data-driven philosophy of improvement that prioritizes defect prevention over defect discovery.

Why do we present a business case?

You present a business case because it serves as a support of a business proposal by exhibiting the benefits and advantages of your proposal to the business, leading the higher management to see the worth of your business proposal.

What are the three elements of the business case?

There are three elements of the business case which are strategic context, analysis and recommendation, and management and capacity.

Why is a business case crucial?

The business case enables an initiator to display and explain the critical factors of their business proposal, allowing initiators to convey the purposes and goals they have in mind to contribute to a company's development.

How does a business case demonstrate a business proposal?

Although known as brief and concise, a business case can have visual presentations and infographics that present graphs, flowcharts, and diagram that allows an initiator to have a visual presentation that will support their discussion and improve transparency.

Is a business case always needed?

A business case has an impressive contribution when you ask for approval to a specific project since it shows the highlights of the proposal; however, the higher management does not request it all the time.

How does a business case help companies?

A company can use a business case in building business relationships and illustrate the benefits both parties can obtain when the partnership proposal is agreed upon and acknowledged.