Graphical user interface, application

Description automatically generated

Business Case

Sample Format

<<Project Name>>

<<Date>>

Submitted by:

<<Author Name>>

<<Title>>

<<Date>>

Cover Letter Sample

Date: <<Month Day, Year>>

To: <<Distribution List>>

<<Body>>

I am enclosing a copy of the Business Case for <<Project Name>>. This report is in response to a request from <<Requestor Name>> to make a recommendation for <<brief description of project>>. In the report I propose that we <<brief description of recommendation>>.

Please review this report and let me know if you have additional questions. I am available to meet with you to discuss the recommendations at your convenience.

<<Author>>

<<Title>>

Enclosure

Business Case for

<<Project Name>>

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Executive Summary

Overview of Recommendation

I recommend <<*one to two paragraph description of the recommendation*>>.

I am making this recommendation because <<*describe major benefits here*>>.

The cost of accepting this recommendation is <<*describe major costs here*>>.

The overall benefit to be gained by accepting this recommendation is <<*describe major benefits here*>>.

Mission Statement and Business Value

<<*Describe the mission of the project – why it is being done.>>*

Business Objectives

<<*Describe the value of the proposal to the business. This may be done with business objectives, OKRs, and/or KPIs..>>*

* *<<Specific Objective 1>>*
* *<<Specific Objective 2>>*
* *<<Specific Objective 3>>*

Consequences of Inaction

*<<Detail the consequences that will result if no action is taken to address the problem or opportunity.>>*

Summary of Analysis Approach Used

*<<Briefly describe the analysis approach that was used to develop the business case.>>*

Rationale for Recommendation

Description of the Alternatives Considered

*<<Number>>* alternatives were considered:

* *<<Alternative 1 – list the recommended alternative here>>*
* *<<Alternative 2>>*
* *<<Alternative N>>*

Alternative 1

*<<Description of this alternative>>*

Alternative 2

*<<Description of this alternative>>*

Alternative N

*<<Description of this alternative>>*

Cost/Benefit Comparison

Implementation Costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost | Alternative 1 | Alternative 2 | Alternative 3 | Notes |
|  |  |  |  |  |
| Personnel | $9999 | $9999 | $9999 |  |
| Equipment | $9999 | $9999 | $9999 |  |
| Set up fees | $9999 | $9999 | $9999 |  |
| Administration | $9999 | $9999 | $9999 |  |
|  |  |  |  |  |
| Total | $9999 | $9999 | $9999 |  |

Ongoing/Operating Costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost Per Year | Alternative 1 | Alternative 2 | Alternative 3 | Notes |
|  |  |  |  |  |
| Personnel | $9999 | $9999 | $9999 |  |
| Equipment | $9999 | $9999 | $9999 |  |
| Set up fees | $9999 | $9999 | $9999 |  |
| Administration | $9999 | $9999 | $9999 |  |
|  |  |  |  |  |
| Total | $9999 | $9999 | $9999 |  |

Benefits (per year)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost | Alternative 1 | Alternative 2 | Alternative 3 | Notes |
|  |  |  |  |  |
| Personnel | $9999 | $9999 | $9999 |  |
| Equipment | $9999 | $9999 | $9999 |  |
| Set up fees | $9999 | $9999 | $9999 |  |
| Administration | $9999 | $9999 | $9999 |  |
|  |  |  |  |  |
| Total | $9999 | $9999 | $9999 |  |

Details for Recommended Alternative

*<<Provide a more detailed description of the recommended alternative>>*

Costs and Benefits of Recommended Alternative

Ongoing costs

*<<Detail the costs that will be incurred on an ongoing basis once the recommendation is implemented.>>*

Implementation Costs

*<<Detail the costs that will be incurred to implement and transition to the recommended alternative.>>*

Benefits

*<<List the specific benefits that will accrue from the proposal, both tangible and intangible.>>*

Tangible:

Intangible:

Summary of Ongoing Benefits

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Year 4 |
|  |  |  |  |  |
| Implementation costs | $9999 | $9999 | $9999 | $9999 |
| Ongoing/operating costs | $9999 | $9999 | $9999 | $9999 |
| Benefits | $9999 | $9999 | $9999 | $9999 |
|  |  |  |  |  |
| Return on Investment | $9999 | $9999 | $9999 | $9999 |

Risks, Assumptions, Constraints and Dependencies

Risks

1. *<<Risk 1>>*
2. *<<Risk 2>>*

Assumptions

1. *<<Assumption 1>>*
2. *<<Assumption 2>>*

Constraints

1. *<<Constraint 1>>*
2. *<<Constraint 2>>*

Dependencies

1. *<<Dependency 1>>*
2. *<<Dependency 2>>*

Description of Analysis Approach Used

*<<Provide a more detailed description of the analysis approach used to reach the recommendation.>>*

Preliminary Implementation Plan

*<<If an implementation approach or plan has been established, provide details here.>>*

Additional Documentation

*<<This section should be used to provide in-depth information on the recommended alternative. It may be helpful to build a table of contents for this section.>>*