

Writing a business Case

It is necessary to produce a business case when approval is sought from the project sponsor and the resource or expenditure has to be justified

There are a number of sections that should be included in a business case , including:

The Executive Summary

Some executives may only read the summary therefore you need to ensure that it contains the relevant points from the document including the recommendation.

Introduction

The introduction will set out what the business case is about

The problem

The problem or issue should briefly be described and related to the organisation's objectives.

Possible options

Identify the possible, realistic options do not forget that doing nothing is an option. Against each option the benefits, costs, timescale and risks should be discussed. It is often helpful to include any graphs

Recommendation

Finally, you should make a recommendation on which option is best, weighing up the costs and benefits.

Conclusion

In the conclusion you should, again, say why it is important to address the problem and how your proposal is the best way forward. You should also say what action you want taken as a result of reading the business case e.g. approve the work.

Reference <https://www.skillsyouneed.com/write/business-case.html>