[](https://goo.gl/owQa7A)**SIMPLE BUSINESS CASE TEMPLATE**

**LOGO**

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| **SUBMITTED TO** |  | **SUBMITTED BY** |  |
| **TO THE ATTENTION OF** |  | **POINT OF CONTACT** |  |
| **ADDRESS** |  | **ADDRESS** |  |
| **PHONE** |  | **PHONE** |  |
| **EMAIL** |  | **EMAIL** |  |
| **DATE SUBMITTED** |  | **DELIVERY METHOD** |  |

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| **REASON FOR THE PROJECT**  Describe why the project is needed, problems with the current situation, and why a change to the status quo is required. List the features, technology, equipment, benefits, and competitive advantages of this project. |
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| **OPTIONS**  Describe briefly the different options for completing the solution. For example, to design a brochure, you could use templates from a word processing package, hire a designer, or design it yourself using clip art. |
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| **BENEFITS**  Describe anticipated improvements from the project. How can this project help the organization? For example, if we buy a license to a desktop publishing program, do we save on outsourcing our newsletter design? |
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| **COSTS**  How much will the project cost? Include contingency costs to cover overruns for risk events. Include ongoing maintenance and operational costs for the project. |
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| **RISKS**  Describe the risks to the project, such as extra costs and more work than anticipated. |
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| **SCHEDULE**  Indicate how long the project will take, milestones, and how long before the benefits become apparent. Also, note if the time buffer is included in this estimate. |
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| **ASSESSMENT**  What are the costs of not doing the project? For example, will the newsletter be suspended indefinitely? What happens if the project isn’t undertaken? Can the organization afford the project? |
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| **RECOMMENDATION**  Sum up and recommend why the project is a good idea. |
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