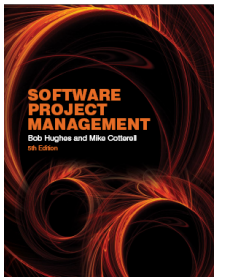


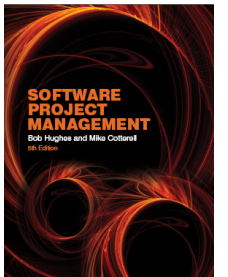
Project Management Business Case

The business case



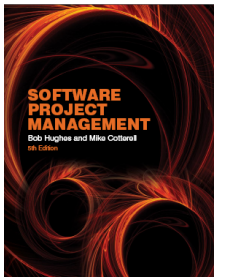
- Feasibility studies can also act as a ‘business case’
- Provides a justification for starting the project
- Should show that the benefits of the project will exceed development, implementation and operational costs
- Needs to take account of business risks

Content of a business case



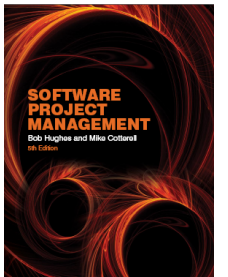
- Introduction/ background
- The proposed project
- The market
- Organizational and operational infrastructure
- The benefits
- Outline implementation plan
- Costs
- The financial case
- Risks
- Management plan

Content of a business case



- **Introduction/background:** describes a problem to be solved or an opportunity to be exploited
- **The proposed project:** a brief outline of the project scope
- **The market:** the project could be to develop a new product (e.g. a new computer game). The likely demand for the product would need to be assessed
- **Organizational and operational infrastructure:** How the organization would need to change. This would be important where a new information system application was being introduced.

Content of a business case



- **Benefits** These should be express in financial terms where possible. In the end it is up to the client to
- **Outline implementation plan:** how the project is going to be implemented. This should consider the disruption to an organization that a project might cause.
- **Costs:** the implementation plan will supply information to establish these
- **Financial analysis:** combines costs and benefit data to establish value of project assess these – as they are going to pay for the project.