

Business Case  
Sample format

<project name>

<date>

Submitted by <author name>  
<title>  
<company>

Prepared for: <requester name>  
<title>  
<company>

## 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> 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**

*<body>*

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>*.

## **Mission Statement**

*<Describe the mission of the project explaining why it is being done include specific project objectives.>*

### **Project Objectives**

- Specific objective 1
- Specific objective 2
- 

## **Description of the Approach Used**

*<Describe the analysis approach to developing the business case>*

## Description of the Options Considered

<number> options were considered:

- <option 1>
- <option 2>
- <option 3>

### **Option 1**

<description of this option>

### **Option 2**

<description of this option>

### **Option 3**

<description of this option>

## **Cost/Benefit Comparison**

### Implementation Costs

Cost	Option 1	Option 2	Option 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/year	Option 1	Option 2	Option 3	Notes
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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)

<b>Benefit</b>	<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>	<b>Notes</b>
Personnel	\$9999	\$9999	\$9999	
Equipment	\$9999	\$9999	\$9999	
Set up fees	\$9999	\$9999	\$9999	
Administration	\$9999	\$9999	\$9999	
Total	\$9999	\$9999	\$9999	

## Costs and Benefits of the Recommended Option

### *Ongoing costs*

### *Implementation costs*

### *Benefits*

Tangible

Intangible

### *Summary of ongoing benefits*

	Year 1	Year 2	Year 3	Year 4
Implementation costs	\$9999	\$999		
Ongoing/operating costs	\$9999	\$999	\$999	\$999
Benefits		\$999	\$9999	\$9999
Return on investment	(\$99999)	(\$999)	\$999	\$9999

## Assumptions

1. *<assumption 1>*
2. *<assumption 2>*

## Risks

1. *<risk 1>*
2. *<risk 2>*
- 3.

## **Detailed Recommendation**

*<body>*

## **Preliminary Implementation Plan**

*<include the project plan, work breakdown structure here>*

## **Additional Documentation**

*<include any additional, supporting documentation here>*