Business Case

[Project Name]

[Author Name]

[Company]

[Project Name]

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# Executive Summary

A high-level overview of the project, its objectives, and expected benefits.

# Problem Statement/Opportunity

A clear explanation of the issue or opportunity the project addresses.

# Project Objectives

Specific, measurable goals aligned with business strategy.

# Scope and Deliverables

A description of what the project will achieve and its key outputs.

# Strategic Alignment

How the project supports organizational goals and priorities.

# Cost-Benefit Analysis

Estimated project costs, potential financial returns, and non-financial benefits.

# Risk and Mitigation Strategies

Key risks, their potential impact, and plans to address them.

# Stakeholder Analysis

Identification of key stakeholders and their roles in the project.

# Implementation Plan

A high-level timeline, milestones, and resource requirements.

# KPIs and Success Criteria

Metrics to measure project success and expected outcomes.

# Recommendation & Conclusion

A final justification for moving forward with the project.