

Steps for writing a **Business Case**

MAKE YOUR PROJECTS JUSTIFIABLE

The importance of writing a presentable Business Case

A structured and presentable business case document outlines the justification for undertaking a business project. It should be a formal, written documents that argues the reasoning to convince a decision maker to validate and approve an intended action to achieve a project objective.

A business case explores all feasible approaches to a given problem statement(s) and enables business owners, stakeholders to select the option that best takes the organization forward. Its purpose is to define the parameters, direction, risks, potential opportunities and management factors involved as part of the tools and techniques for the preparation of project charter prior a project take off.