

BUSINESS CASE WRITING

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The objective of a business case or proposal is to identify the requirements of an organization and propose strategies to meet them. It is also used to evaluate results to get optimal success. A business case is document that is written to convince a decision maker to approve the action suggested in the case.

Business Case Format

A business case normally includes the following elements –

- **Business Case Title** – the Topic of proposal
- **Executive Summary** – description of the proposal
- **Current Process** – the procedures currently in operation
- **Reason to Change** – profits that will be brought by the changes
- **Risks** – factors that company needs to watch out for



- **Options** – any alternative procedures that can be implemented
- **Option Comparison** – Risk vs. Profit analyses of all options
- **Recommendation** – the final option to implement, after changes
- **Action** – the necessary steps to implement the changes
- **Approval Requested** – what actions need approval from whom

Example - Business Case Writing



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Feedback on Interior Décor by Hasta La Vista

Executive Summary:

We have handed over the task of renovating the interior of our office to Hasta La Vista, a reputed Hyderabad-based interior décor organization.

Current Process

We are currently paying Hasta La Vista an hourly remuneration of INR 22,000 for their 350-hour interior décor Business. This includes five hours of decorating and redesigning the office premises. Days of operation are seven days a week, and hours of operation are the five hours between 11:00AM and 4:00PM.

Reason to Change:

Output not according to client's requirements. Excessive décor materials used and plenty wasted.

Risks – new décor designer might reinstall previous state and undo all renovations.

Options – Asking the new décor company to continue designing from the same template and not enforcing a new design.

Option Comparison – Loss in enthusiasm of new company might lead to drop in productivity but fixed monthly compensation and more number of daily hours would balance productivity.

Recommendation – Terminate contract with Hasta La Vista. Contact Rye's Décor.

Action – Call representatives and technicians of Rye' Décor and let them inspect premises and submit a final report with assessment.

Approval Requested:

- Calling Rye's Décor- approval needed from HR, Admin
- Meeting Rye's Décor representatives- approval needed from the MD
- Finalizing quotation for the renovation- approval needed from HR, Accounts.