



# Creating a Business Case

Quick Reference Guide

# Creating a Business Case

The Business Case is developed during the early stages of the Demand process. It captures the reasoning for initiating the Project and is one of the ways you prove the value of the Demand.

The Business Case consists of four areas when entering your request:

1. **Business Case:** Business rationale for the Demand.
2. **Risk of Performing:** Risks if the demand is approved and implemented.
3. **Risk of Not Performing:** Risks if the demand is not approved.
4. **Assumptions:** Help to define scope and risks, and fine-tune the estimates for time and cost.

The image shows a screenshot of a web-based form for creating a Business Case. The form is divided into four main sections, each with a title bar and a text area. The sections are:

- Business case:** The first section, with a title bar containing "Business case" and expand/collapse icons. The text area below it is empty.
- Risk of performing:** The second section, with a title bar containing "Risk of performing" and expand/collapse icons. The text area below it is empty.
- Risk of not performing:** The third section, with a title bar containing "Risk of not performing" and expand/collapse icons. The text area below it is empty.
- Assumptions:** The fourth section, with a title bar containing "Assumptions" and expand/collapse icons. The text area below it is empty.

Each section's text area is preceded by a rich text editor toolbar. The toolbar includes buttons for bold (B), italic (I), underline (U), undo, redo, text color, background color, bulleted list, numbered list, link, unlink, and a table icon. The font family is set to "Verdana" and the font size is "8pt".

At the bottom of the form, there are two buttons: "Submit" and "Save".