

Business Case Tips & Tricks

A business case justifies the need to undertake a project by evaluating the benefits, costs, risks, and a rationale for the preferred solution to the problem you are attempting to resolve. They are often required for larger grant applications and will help your club think clearly about the issue at hand and demonstrate your clarity to the funding body.

Background

Describe the project including the problem which the project will address. Add the estimated duration of the project.

Business Overview

This is where the current situation, opportunity, or problem is explained and why it needs to be improved or changed. Conversely, there may be a need to explain the impacts if the project is not undertaken.

Strategy

Provide a list of potential solutions and strategies to address the problem.

Issues, Constraints, Risks

List any issues, constraints, and risks that need to be considered when implementing the solutions and strategies.

Financial Costs

Calculate the financial costs that result from implementing the solutions and strategies including any ongoing costs and needs once the project is finalised. For example, regular subscription fees for software or web maintenance costs.

Non-Financial Costs

Identify all non-financial costs that result from implementing the solutions and strategies. For example, a period of downtime while a website is being upgraded.

Financial Benefits

Calculate the financial benefits that result from implementing the solutions and strategies such as increases in revenue and reductions in costs. For example, the reduction in costs for electricity because of solar panels being installed at a clubhouse.

Non-Financial Benefits

Identify all non-financial benefits that result from implementing the solutions and strategies. For example, improved experiences for players, umpires, and volunteers.

Recommendations

Outline a list of the specific recommendations to be carried out in sequential order to allow for approvals and implementation. Include approvals for timeframes, budget, resources, and project management.

Next Steps

Once the business case has been approved and agreed upon and depending on the size of the project, you may need to appoint a project manager. They will be required to provide a more detailed project plan which will break down the project into tasks and create a timeline.