Business Case Analysis

College | Business, accounting, and economics

Name: _____ Date: _____

Separate facts from assumptions. Compare options using evidence, tradeoffs, stakeholders, and measurable outcomes.

DECISION + OBJECTIVE

What decision must be made? What outcome matters most?

KEY FACTS

Market, financial, operational, legal, and people-related evidence:

OPTIONS

A: _____ B: _____ C: _____

TRADEOFFS + RISKS

Costs, benefits, uncertainty, opportunity cost, and affected stakeholders:

RECOMMENDATION

Choose an option, justify it with evidence, and name one metric to monitor.

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