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Template Case template

In order to start a business in Mauritius, a foreign investor/self-employed applying for a permit must provide the Board of Investment (BOI) with a document describing the venture he/she intends to create.

Section	Significance in the business plan (%)
Executive Summary	15
Company Overview	5
Products or Services	10
Market Analysis	10
Management Team	10
Operating Strategies	10
Critical Risks	15
Cash Flow Statement	10
Income Statement	5
Balance Sheet	5
Funds Required / Used	5

Executive Summary

It is a standalone overview of the business describing it in a clear, compelling and effective way. It must be able to be read in 5 minutes.

Company Overview

This section presents a vision, the history and the current status of the business. It also outlines the strategy and mission, as well as the goals and objectives set to realize it.

Products or Services

Presents the key features, technology, benefits, stage of development, intellectual property and competitive advantages of the products or services the business offers.

Market Analysis

Explains the industry trends and drivers, the target markets of the business and assesses the competitive environment.

Management Team

This section presents the organizational structure of the company along with the staff needs. It also includes a presentation of the top management team, with their CVs and roles, and the team history and dynamics. This section should highlight the adequacy of the team's skills and the objectives of the business.

PROJECT BUSINESS CASE TEMPLATE

[TITLE]
BUSINESS CASE

Company Name
Street Address
City, State and Zip
Website.com
Contact Email
Phone Number

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BUSINESS CASE TABLE OF CONTENTS

- Executive Summary
- Company Overview
- Products or Services
- Market Analysis
- Management Team
- Operating Strategies
- Critical Risks
- Cash Flow Statement
- Income Statement
- Balance Sheet
- Funds Required / Used

EXECUTIVE SUMMARY

Provide a clear, concise overview of the business, its mission, and its goals. This section should be able to be read in 5 minutes.

OVERVIEW

Provide a brief overview of the business, its history, and its current status.

PRODUCTS OR SERVICES

Describe the key features, technology, benefits, stage of development, intellectual property and competitive advantages of the products or services the business offers.

MARKET ANALYSIS

Explain the industry trends and drivers, the target markets of the business and assess the competitive environment.

MANAGEMENT TEAM

Present the organizational structure of the company along with the staff needs. Include a presentation of the top management team, with their CVs and roles, and the team history and dynamics.

ASSUMPTIONS AND CONSTRAINTS

Identify the key assumptions and constraints that underpin the business case. This section should be updated as more information becomes available.

RISK ANALYSIS

Risk	Impact	Probability	Score
Market Risk	High	Medium	15
Financial Risk	Medium	Low	10
Operational Risk	Low	High	15
Legal Risk	Medium	Medium	15
Reputation Risk	Low	Low	10

CASH FLOW STATEMENT

Year	Revenue	Cost of Sales	Gross Profit	Operating Expenses	Operating Profit	Interest	Income Tax	Net Profit	Capital Expenditure	Change in Working Capital	Net Cash Flow
Year 1											
Year 2											
Year 3											
Year 4											
Year 5											

INCOME STATEMENT

Year	Revenue	Cost of Sales	Gross Profit	Operating Expenses	Operating Profit	Interest	Income Tax	Net Profit
Year 1								
Year 2								
Year 3								
Year 4								
Year 5								

IMPLEMENTATION PLAN

Provide a detailed plan for the implementation of the business. This section should include a timeline, a list of tasks, and a list of resources.

PROJECT BARRIERS FRAMEWORK

Barrier	Impact	Probability	Score
Market Barrier	High	Medium	15
Financial Barrier	Medium	Low	10
Operational Barrier	Low	High	15
Legal Barrier	Medium	Medium	15
Reputation Barrier	Low	Low	10

RISK ANALYSIS

Risk	Impact	Probability	Score
Market Risk	High	Medium	15
Financial Risk	Medium	Low	10
Operational Risk	Low	High	15
Legal Risk	Medium	Medium	15
Reputation Risk	Low	Low	10

wichealth Promotion Plan

Use this promotion plan template as a guide to create a plan for your own agency. Within each section there are questions and examples to help guide you. This is intended to be used as a guide and can be modified as you see fit.

Promotion Start Date When will your agency begin promoting wichealth to clients?
Goals What are your promotion goals? For example, is there a percentage of your caseload you are hoping will utilize wichealth once promotion is in full swing?
Promotion Process -Which clients will be invited to use wichealth? -When will wichealth be promoted? -Who will be promoting wichealth?
Displays, Strategies, and Techniques -What is the best way to get the word out about wichealth? Think about how clients are typically informed about classes and new services at the clinic? -Where in the clinic is the best place for information to be displayed? -What visuals (bulletin board, display posters, etc.) can be used to promote and where are places that clients would be more likely to see?
Materials -What materials will you be using when promoting wichealth?
Client Instruction and Follow-Up -What instructions will you give the clients for completing the education and following up with the agency? For example, give clients a date of 2 weeks prior to benefit renewal for when to complete the education, instruct them to email the certificate and call the clinic during open
Promotion Invitation Talking Points -What information does the client need to get started? -What is going to draw your clients to want to use wichealth? -What are the benefits for clients?

To,
Name of Recipient (Example: Sales Team)

From:
Name of Authorized Person

Date:

Subject: Promotion Announcement of James Brown as the new Sales Team Manager.

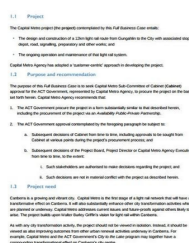
We are very pleased to announce the promotion of James Brown to Sales Team Manager for the Jones and Jones Software Ltd. James has been with our company since the last 5 years as a Sales Assistant. Over these five years, James has also held the position of customer service coordinator for our Lakeview branch.

Jame's performance in sales has been influential for Jones and Jones excellent record of customer relation, problem resolution, and on time customer delivery. James is known for his ability to be a team player and overcome problems during challenging times.

The quality of dedication and customer satisfaction is very important for the company's long-term success. We look forward to James's ability to achieve the highest sales targets in his new role as our Sales Team Manager.

Congratulations, James.

Signature of authorized person,
Designation of authorized person.



How do you write a business case for a promotion. How to write a business case for recruitment. How to write a business case for promotion template. Examples of business case for promotion.

Why do too many projects fail to deliver their objectives even though project management best practices appear to be used? Project management is naturally complicated, but it can be disastrous if you don't have sufficient buy-in from the right parties. Writing a strong and complete business case can make all the difference. Ready to streamline and consolidate your review and approval process? It's a great way to improve collaboration, increase productivity, and get work out the door faster. Download our guide with everything you need to build a business case for an online proofing solution. You'll learn how other customers have: Reduced rework by 29% Improved average speed to market by 56% Decreased effort in managing proofs by 59% The Document has moved here A big step toward making your case for a promotion is to document your results. Many people are uncomfortable with this step, and this is why they often find themselves waiting for a promotion to come to them instead of going after it. But it's up to you to make sure your accomplishments are recognized. Many managers are so busy that they may not be aware of what specific things you're doing to excel at your job. This is how you'll make sure your manager knows you are excelling at your job and ready for this promotion. Accomplishments Accomplishments are the things on your roadmap that you've done to demonstrate that you're ready for this promotion. Once you've begun acquiring experience in line with your desired promotion, you should start documenting your accomplishments immediately. Just keep a spreadsheet or a text document where you jot things down as you do them. Note that I said "jot things down". You're not writing a book about your accomplishments, you're keeping brief notes to use later when you build your case. Record them in this format: Activity → result. "Activity" is the thing you did. "Result" is the value added by the thing you did. Here are some examples: Documented teammate onboarding process to make it reusable and to help decrease the time to productivity when new people join our team. Took online seasonal forecasting course to help with 2016 forecasting effort. Mentored Jeff as he built a client's blogging application in Ruby so that he can work on other Ruby projects in the future. Note that this can be a useful format on your résumé as well. Most people just list the "Activity" part in their "Accomplishments" or "Experience" section, but they're missing an opportunity to describe the value they brought to the business by doing that thing. The "to result" part is how you communicate that value. "I shoveled snow" isn't nearly as compelling as "I shoveled snow so that you can get your car out of the garage." Having trouble thinking of things you've accomplished? Here are some questions to get your mental wheels turning: When did you go the extra mile for a client? How have you saved your team money? How have you made your team more efficient? What was your most recent learning experience? Have you made any suggestions that worked well and improved your team? Accolades Accolades are praise and awards you've received over the past several months. There's a good chance you already have accolades in your inbox if you know where to look. Start by searching your inbox for phrases like "thank you", "well done" and "great job" to see if you already have accolades from clients or coworkers. When you find good examples, move them over to a separate folder so that it's easy to find them again later. You can also use that folder to capture new accolades as they come in. The two main types of accolades you're likely to find are specific praise from a client or coworker, and awards or recognition for a job well done. For specific praise from a client or coworker, record who gave the praise, and either a summary of their feedback or a specific quote from them if you have one. For awards and other forms of recognition, record the award name or description, and the project or accomplishment that earned you the award. Here are a couple examples: ACME Corp—"Shannon really nailed this project. She kept us on track and informed the whole time, and did a great job of identifying risks well ahead of time. She made this project easy for us." —Tom Thompson, VP of HR Spotlight Award—For working three straight weekends on pre-sales for the ACME Corp deal to close it before end of year 2014. While you're collecting examples of accolades, keep an eye out for accomplishments you forgot about. If you find any new accomplishments, make sure you go back and add them to your list of accomplishments. Skip to Content Business analysis as a profession continues to mature in the world today and with that comes organizations and certifications indicating experience and knowledge. There are multiple schools of thoughts on certifications so one of the best things to do is to analyze the value returned for the effort (yes, be a good analyst!). IIBA, the international institute of business analysis, is one of the leaders in the industry on business analysis certifications. Their levels of certification span from entry level certificates for awareness of business analysis concepts to professional level designations requiring years of expertise to now specific subject concentration areas of interest to the business analysis profession. They just released their 2019 Business Analysis Salary Survey Report that highlights some of the considerations of what certification means to people's careers today. From the practitioners themselves, they report that certification not only brings the often-sought salary increases, but also provides greater opportunities for promotions, increased fulfillment at work, and general increased confidence in the work that they do. This confidence can be easy to see as you not only have a standard to hold yourself accountable to, but you have a reference and validation for ensuring you are completing value-adding activities in your daily work. Again, the business analyst is often one of the most value-adding roles in an organization because they have no ownership of end products but seek to help teams deliver qualitative and quantitative value consistently to their organizations. Of course, though, we need to take a look at what certifications mean to salaries as again, business analysts care about ROI. The IIBA salary survey showed interesting positive figures on the value of certification: Holding at least one BA certification: results in 11% higher salary than non-credential holders CBAP Certification holders (professional experience): results in 19% higher salary than non-credential holders AAC Certification holders (agile analysis): results in 12% higher salary than non-credential holders CCBA Certification holders (competency level): results in 2% higher salary than non-credential holders Failing to hold any BA certification: results in 6% less salary than credential holders As the report dives into details on the average salary per gender and country and region, the average global salary reported was around \$73,632. When you think about the roles that business analysts play in organizations and the tasks they are assigned with, helping to deliver multi-million (or even billion) dollar change efforts, driving revenue, ensuring compliance with legal laws (that in itself can save millions of dollars) – the salary of a business analyst is a small price to pay for a huge return on investment (ROI)! So when your hard working analyst comes to you for support for IIBA membership and certification application and exam fees that are less than \$700 upfront costs and a fraction of that to maintain, us leaders and managers need to do our own analysis and see the ROI to the organization that support certification. And if your organization won't pay for your certifications, consider that IIBA (2019) showed in their BA Lens article that in 2018 found that a \$300 (USD) investment in training could result in up to \$5,300 increased earning potential for ECBA certificate holders. Pretty amazing for an entry level certification that does not require experience! And of course, everyone is doing the ROI on that investment! Certification holders, though, earn these valuable designations by attesting to their knowledge, regardless their level of experience. Again, the IIBA is leading the charge with bodies of knowledge and practice guides on the expectations of the business analyst role. But this work to defining the practice and profession has value beyond just the practitioners. Human resource and personnel groups now have a way to objectively assess individuals that come in with analysis experience and how they may measure up for the needed capabilities of the organization. There are standards that are tested against. When an individual applies for a certain position, having certification requirements allows a quick and unbiased assessment of candidates who do and do not possess those required certifications. Again, these standardized certifications provide not only the profession but entire industries with defined expectations of what the role is capable of providing. And as any good analyst would see, having again more objective criteria to assess and evaluate any aspect of work, including individuals, helps to make more informed decisions. The certifications available today for those interested in business analysis continue to support both those who are in or desire to be in business analysis roles and those that are simply practicing and growing their skill set of analysis techniques and practices. Certification recipients today include many fields of practice such as project management, process improvement, change management and technical analysts. Business analysts report that as they grow in this valuable profession, the skill sets, not just the techniques and tasks, are becoming more and more important. Skills that are crucial to success as an analyst that organizations will find in mid to senior level analysts include: Hard skills Problem solving Critical thinking Decision making Customer experience User stories Change management Agile mindset Negotiation skills Design thinking Soft skills Communication skills Creative thinking Organizational skills Leadership Emotional Intelligence Storytelling And while the entry level certification (ECBA) generally focuses on the knowledge of tasks and techniques of a business analyst, the professional level certification (CBAP) examination looks to incorporate so many of the skills above as you analyze situations and apply your analysis skills to different scenarios. That's why the value of the certification becomes more than another acronym at the end of your name – it gives you the credibility that you can tailor and utilize business analysis foundational knowledge in a realm of different scenarios as this is the standard criteria set as part of the certification. While the focus here has been on IIBA's certifications, the importance of skill sets should not be overlooked as there are many training vendors and academic certificate programs that provide classroom settings to practice and hone your skills for better business outcomes. Business analysts and anyone helping teams accomplish great change efforts should always be looking to learn more and keep their skills sharp, a key attribute of successful analysts today. Know that the power of a certification by an international organization is back to the standards and expectations that are transient to any job and any industry. One vendor's certificate program may not include near the amount of techniques or application as another vendor's program. Again, be a good analyst and do the business case for any endeavor you choose. However, especially those managing BAs or hiring BAs, know the power of a standardized list of capabilities that is defined and testing applicants for competencies by an external organization can provide evaluation criteria in an unbiased format. Like many of the discussions around business analysis, the answer in identifying the value of certifications comes from doing the analysis work and building a solid business case. It could be small with justifying to your employer why they should reimburse you at least for taking (and hopefully passing!) the certification examination. That by passing, you have proving your competencies to help lead successful change efforts that you can bring to any transformational team. As well as it will help differentiate you not only in the attainment of the credentials, but also demonstrate your commitment and passion for your career as earning your certifications does require some time and dedication. Hope you continue to build great business cases in all the work you do including considering the power of certifications to not only today, but to tomorrow's endeavors!

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