



## Know Your Business Case Basics

- All postal investments must be justified. While projects over a million dollars require a Decision Analysis Report (DAR) Business Case, smaller investments need to be supported too. When developing business cases under \$1 million (to be submitted to Corporate Budget or Postal management) be sure to include:
  - Introduction. Give a brief overview and funding amount requested.
  - Background. What's the opportunity or problem?
  - Solution. Describe it.
  - Alternatives. Provide an analysis.
  - Justification, assumptions, and expected financial impacts.
  - Performance metrics. How is success measured?
  - Timeline.
  
- Following these guidelines will ensure that management has the information needed to evaluate investment proposals.

It's about spending money wisely and effectively.

And that's smart business.