

Proposal title goes here

Business Case

**Project manager:**

**Client:**

**Implementation date:**

Name goes here

Name or business goes here

Jan 1, 2030 to Apr 1, 2030

# Executive Summary

Use this section to provide a summary of your proposal. Highlight key objectives and expected benefits, as well as relevant information such as a summary of costs, projected return on investment, and crucial target dates. Use tables, charts, and diagrams to help support this section if necessary.

40

30

20

10

0

18-24 25-34 35-44 45-54 55-65 65+

Use this section to briefly describe your chart, table, graph, or diagram.

# Problem and Opportunity

Use this section to explain the issue your proposal addresses and detail potential opportunities to be taken advantage of. Highlight why it matters to the client or organization and stress the impact of not taking action. Use tables, charts, and diagrams to help support this section if necessary.

## Problems

### Issue to be addressed goes here

Use this section to give a brief overview of the issue.

### Issue to be addressed goes here

Use this section to give a brief overview of the issue.

### Issue to be addressed goes here

Use this section to give a brief overview of the issue.

## Opportunities

### Opportunity goes here

Use this section to give a briefly describe the opportunity presented.

### Opportunity goes here

Use this section to give a briefly describe the opportunity presented.

### Opportunity goes here

Use this section to give a briefly describe the opportunity presented.

**Tip**

**Columns** are great for this type of content. Recreate this by selecting **＋ (Add magic)**, then

choosing **Columns**.

# Key objectives

# Use this section to lay out your project’s metrics for success. Ensure that the project’s goals are clear and measurable.

|  |  |
| --- | --- |
| **Objective** | **Notes** |
| 1) Objective goes here | Use this section to explain how the objective is aligned with your strategy. |
| 2) Objective goes here | Use this section to explain how the objective is aligned with your strategy. |
| 3) Objective goes here | Use this section to explain how the objective is aligned with your strategy. |

# **Timeline and Implementation**

Use this section to outline key deliverables, milestones, target dates, and relevant point persons in

your project proposal.

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Phase** | **Deliverables** | **Target Date** | **Person in Charge** |
| Project phase goes here | * Deliverable goes here * Deliverable goes here * Deliverable goes here | **Jan 1, 2030 to Feb 1, 2030** | Name goes here |
| Project phase goes here | * Deliverable goes here * Deliverable goes here * Deliverable goes here | **Jan 1, 2030 to Feb 1, 2030** | Name goes here |

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| **Credits**  This template is free for everyone to use, thanks to the following: | for the template | Pexels, Pixabay  for the photos |