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| --- | --- |
| Business Case  Template Presented by | |
|  | |
| **Presented to** | **Presented by** |
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| Business Case  Presented to  BCS |
| Version |
|  |

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1. Business Overview

### Company Overview

### Vision

### Mission

### Business Goals

### Value of partnering with BCS

### Date of Incorporation

### Unique Selling Points

1. Key Personnel

### Senior Management Team Overview

### Number of Employees and Structure

|  |  |
| --- | --- |
| **Department** | **Number of Staff** |
| **Operations** |  |
| **Customer Service** |  |
| **Sales** |  |
| **Finance** |  |
| **Trainers** |  |
| **Senior Management** |  |
| **Other** |  |
| **Associate Individuals/trainers** |  |

### Overview of trainers and assessors experience

1. Current Offering

### Markets of Operation

### *Core and Primary Markets*

### *Secondary Markets*

### Accreditation Bodies and Partners

### Delivery Model

### Existing Course Demand

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Certification or Course** | **Delivery Location** | **Courses Delivered** | | |
| **FY2017** | **FY2016** | **FY2015** |
|  |  |  |  |  |
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### Typical average delegates per course:

### Existing Qualification Portfolio

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Certification or Course** | **Delivery Format** | **Candidate Volume** | | |
| **FY2017** | **FY2016** | **FY2015** |
|  |  |  |  |  |
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1. Market Analysis Summary

### Market Research and Attainable Market

### Competitor Analysis

### Route to Market

### SWOT Analysis

**Weaknesses & Threats** – Please outline what you will do and have in place to mitigate these areas of your SWOT

1. Operational Readiness

### Infrastructure Support

Including but not limited to Operational, Customer Service, Sales, Finance and IT

### Course Development Strategy

1. Marketing Strategy

### Overview of Marketing Strategy

### Marketing Investment

|  |  |
| --- | --- |
| **Activity** | **Investment (£)** |
|
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|  |  |

1. Sales Strategy

### Target Market

|  |  |  |  |
| --- | --- | --- | --- |
| **Target Audience** | **Attainable Market in Candidates** | | |
| **Year One** | **Year Two** | **Year Three** |
|  |  |  |  |
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### Overview of Sales Strategy

1. Sales Forecast

### Required Portfolio and Anticipated Volume

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Certification or Course** | **Delivery Format** | **Candidate Volume** | | |
| **Year One** | **Year Two** | **Year Three** |
|  |  |  |  |  |
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### Examination Fiscal Performance

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Certification or Course** | **Price Per Exam** | **Revenue (£)** | | |
| **Year One** | **Year Two** | **Year Three** |
|  |  |  |  |  |
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1. Financial Viability

### Additional Revenue Streams

### *BCS Portfolio Income Model*

|  |  |  |  |
| --- | --- | --- | --- |
| **Product** | **Income (£)**  **per delegate** | **Income (£)**  **per course** | **Income (£)**  **per annum** |
| **Certification 1** |  |  |  |
| **Certification 2** |  |  |  |

### *BCS Portfolio Cost Model based on entire course delivery*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cost of Sale** | **Cost (£)**  **per delegate** | **Cost (£)**  **per course** | **Cost (£)**  **per annum** |
| **Room Rate** |  |  |  |
| **Course materials and stationary** |  |  |  |
| **Examinations** |  |  |  |
| **Trainer** |  |  |  |
| **Refreshments** |  |  |  |
| **Infrastructure costs** |  |  |  |

*Infrastructure costs include all additional costs of sales; sales, marketing, customer service, finance, IT, operations etc. Please calculate cost per annum across all courses. Estimates are fine.*

### *Profit and Loss*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Year One** | **Year Two** | **Year Three** |
| **Revenue** |  |  |  |
| **Costs** |  |  |  |
| **Profit/Loss** |  |  |  |

### Existing Business Revenue Streams

### *Wider Portfolio Cost Model*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY2017** | **FY2016** | **FY2015** |
| **Revenue** |  |  |  |
| **Costs** |  |  |  |
| **Profit/Loss** |  |  |  |

*Infrastructure costs include all additional costs of sales; sales, marketing, customer service, finance, IT, operations etc*

1. Additional Information

### Additional Relevant Information