



Business Brief

Project Reference No	<i>Number assigned by Project Office</i>	Author	<i>Author's Name</i>	Date	
Business Unit	<i>Business Unit from which Problem, Business Opportunity or Idea originates</i>	Business Area	<i>Business Area with Business Structure</i>	Priority¹	<i>See Below</i>
Proposed Project Name	<i>Proposed Project Name</i>	Contact Name	<i>Name of the person to be contacted for further information</i>		
		Phone	<i>Contact Phone Number</i>		
		Email	<i>Contact Email Address</i>		
Background Information	<i>This describes the ideas behind the initiative and/or events leading up to the production of the Project Initiation Document</i>				
Description of Initiative	<i>A clear description of the Problem, Business Opportunity or Idea. This provides a justification for the project.</i>				
Objectives and Expected Benefits	<i>This describes where the Business aim to be once the Project has been completed. It should also describe the situation that should exist at the point of completion of the Project stated as an end-goal for the Project. Benefits may or may not be measurable Objectives should be measurable and specific. An example might be "The Business requires a reduction in costs as a result of this Project. The Project will aim to deliver new processes and procedures that are measurably more efficient than current processes".</i>				
Scope	<i>A textual description of what will be included in the Project and what will be excluded. This should provide the reader with a general understanding of what the Project will be expecting to deliver and what it is not expecting to deliver. For example, if a new system is to be developed, this should make clear whether the Project will be delivering the Awareness and Training required to introduce the new system or whether it is expecting this to be done by someone else.</i>				