

AGILE MARKETING BUSINESS CASE



DATE	
CREATED BY	
TITLE / ROLE	

THE PROJECT

In bullet points, describe the problem this project aims to solve or the opportunity it aims to develop.

THE HISTORY

In bullet points, describe the current situation.

LIMITATIONS

List what could prevent the success of the project, such as the need for expensive equipment, bad weather, lack of special training, etc.

APPROACH

List what is needed to complete the project.

BENEFITS

In bullet points, list the benefits that this project will bring to the organization.