Business Analysis Business Case Template Example

Project Title	Optimization of Commercial EV Fleet Charging Operations
Company	Positive Charge

1. Current State Assessment	*Summarize the existing conditions, workflows, or system performance. Include known challenges, performance metrics, or business-as-usual limitations.*
	Positive Charge operates over 300 charging stations across three states, servicing public users and its expanding commercial EV logistics fleet. Current fleet charging is decentralized, lacks scheduling logic, and often overlaps with public use, resulting in inefficiencies and increased costs.

2. Problem Definition	*Clearly articulate the core problem, inefficiency, or pain point being addressed. Focus on business impact (time lost, cost incurred, compliance gaps, etc.).*
	Fleet drivers report inconsistent charger availability, resulting in missed delivery windows and idle time. Energy costs are higher due to unmanaged peak-hour usage, and station congestion negatively affects both fleet and public user experience.

3. Root Cause or Gap Analysis	*Identify the underlying reasons for the problem. Use tools like 5 Whys, Fishbone, or gap analysis if applicable.*
	• No centralized charging schedule for commercial vehicles. Lack of priority protocols for fleet access during high-demand windows. • No integration between fleet routing software and station load forecasts. • Over-reliance on manual planning by local dispatchers.

4. Proposed Business Change(s)	*Describe the recommended business or process change. Highlight what will be done differently (new process, policy, tool, structure, etc.).*
	• Implement a dynamic charging management system (CMS) tailored for commercial fleet prioritization • Integrate CMS with fleet routing and real-time charger availability data • Designate off-peak fleet-only slots at 25 high-traffic stations

5. Stakeholder Requirements Summary	*List high-level needs from key stakeholder groups. Include business, technical, compliance, and user experience perspectives.*
	Fleet Operations: Minimize downtime and charging delays. IT Team: Ensure real-time integration with existing logistics platform. Station Managers: Maintain balanced access for public users. Finance: Improve ROI on high-capacity chargers during underutilized hours.

6. Cost Benefit Analysis	*Outline costs (CapEx / OpEx) and expected benefits (financial, time, risk reduction, etc.). Optional: Include a payback period or ROI if it is calculable.*
	Costs: $400K initial software + infrastructure integration; $50K/year in licensing/support Benefits: Estimated $190K/year savings in operational delays + 15% reduction in energy costs Payback period: 2.4 years Intangible benefit: Improved SLA compliance and user satisfaction

7. Process Impact	*Describe how the change will affect existing processes. What will stop, change, or require retraining? Any touchpoints to other systems or teams?*
	• Fleet dispatch will use the CMS dashboard for charger routing. • IT must oversee data sync between CMS and internal systems. • On-site signage and training are required for mixed-use station protocols. • Pilot stations may require minor reconfiguration.

8. Risk and Dependency Overview	*Call out potential risks and critical dependencies. Include mitigation strategies and any external or internal factors the change relies on.*
	Risk: Driver pushback on new scheduling restrictions → Mitigation: Phased rollout with driver feedback loop. Dependency: CMS vendor API reliability + full data access from internal logistics platform.

9. Recommendations	*State your recommendation clearly based on the analysis above. Include the ask (funding, approval, timeline, next steps).*
	Approve funding and vendor selection by end of Q2 20xx. Begin CMS pilot at 10 stations by Q3 20XX, with full rollout by Q1 20XX. This initiative will streamline fleet operations, reduce cost, and improve customer experience for both commercial and public users.

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