200665.074 M3|L2 Lab Create a Preliminary Business Case Instructions and Blank Template

Initial Preliminary Business Case Instructions

Section	Description
Market Situation	• Define the market situation • Provide supporting information
Opportunity	• Summarize the market opportunity • Describe how the company can benefit
Envisioned Solution	• Describe the envisioned product solution • Summarize how the team arrived at the solution • Describe why this solution is better than alternatives
Objectives and Assumptions	• Describe the market objectives being pursued • Define the business assumptions
Costs	• Define product solution costs • List required resources
Strategic Alignment	• Illustrate how this product solution aligns with organizational needs • Summarize how the product concept aligns with organizational goals
Timing	• Describe project timing • Map timing to the market need • Recommend an investment strategy
Cost Benefit Analysis	• Provide a financial analysis—Illustrate costs vs. benefits • Define what happens if company does not proceed
Risk	• Identify major risks • Document contingency responses/mitigations
Initial Investment and Recommendation	• Define the initial investment requirements • Define long-term investment requirements

Blank Preliminary Business Case Blank Template

Section	Description
Market Situation	The wearable tech market is growing, especially for health-focused devices. There's a gap in the mid-range segment for products offering advanced health features and smart integration at an affordable price. Fitbit Charge 6 fills this gap with premium features and Google services, targeting the large 25–54 age group seeking value and performance.
Opportunity	Fitbit Charge 6 has a strong opportunity to lead the mid-range fitness tracker market by offering advanced health features and Google integration at an affordable price. It targets users who want powerful health tools without paying for a full smartwatch.
Envisioned Solution	Fitbit Charge 6 offers an affordable, health-focused wearable with: Advanced health tracking (ECG, SpO_2, heart rate) Seamless Google integration (Wallet, Maps, Music) Long battery life (7 days) Comfortable design Cross-platform support and Fitbit Premium features It delivers a smartwatch-like experience at a mid-range price for health-conscious users
Objectives and Assumptions	**Objectives:** Launch by September 20 Generate $50M in revenue Grow Fitbit Premium subscriptions by 15% Capture mid-tier market share Improve customer satisfaction and reduce returns **Assumptions:** Market demand for health features and Google integration remains strong

	Supply chain stays on track No major competitor disruption at launch Fitbit Premium adds value for users
Costs	**Development Costs**: $4 million (R&D, hardware, software integration) **Marketing & PR**: $3 million (ads, influencers, launch events) **Manufacturing & Logistics**: $2 million (materials, assembly, distribution) **Support & Post-Launch Services**: $1 million (customer service, warranty support) **Total Estimated Cost**: **$10 million** These costs support a global product launch with high-quality features and strong market positioning.
Strategic Alignment	Fitbit Charge 6 supports: Fitbit's mission to improve health through data Google's strategy to expand its ecosystem in wearables Growth in the mid-tier fitness tracker market Increased Fitbit Premium subscription revenue It aligns with both short-term market goals and long-term brand strategy.
Timing	**Development Completion**: June **Marketing Campaign Launch**: August **Product Launch Date**: **September 20** **Holiday Sales Window**: October–December **Post-Launch Review**: January
Cost Benefit Analysis	**Total Cost**: $10 million **Projected Revenue**: $50 million in first year **Net Benefit**: $40 million

	ROI: 400% **Additional Benefits**: Increased Fitbit Premium subscriptions, market share growth, and stronger brand loyalty
Risk	**Key Risks**: Supply delays, competitor launches, tech issues, low adoption, economic slowdown **Mitigation**: Secure inventory, test integrations, adjust marketing, gather user feedback, offer promotions
Initial Investment and Recommendation	**Initial Investment**: $10 million total **Recommendation**: Proceed with launch **Why**: Strong market demand, 400% ROI potential, strategic fit with Google and Fitbit goals