

Problem Statement Business Case

[Consulting Firm Name] | [Client Name] | [Date]

1. Executive Summary

Summarize the key business problem faced by the client. Highlight the main objectives and intended outcomes. Keep this section concise for quick understanding.

2. Background & Context

Describe the client environment, market position, and any relevant history that has led to the current problem. Include key stakeholders and their interests.

3. Business Problem Statement

Clearly articulate the primary business problem. Be specific and focused, stating the issue in measurable or observable terms.

4. Analysis of the Problem

- Root causes
- Contributing factors
- Impact on business (qualitative and quantitative)

5. Proposed Solution(s)

Outline high-level solutions, recommendations, or approach to be taken by the consulting team. Relate solutions directly to the defined problem.

6. Expected Benefits & Outcomes

- Short-term benefits
- Long-term benefits
- Metrics for success

7. Risks & Assumptions

1. State key assumptions made during problem definition and solution proposal
2. Outline major risks if issues remain unaddressed or proposed solution is not implemented

8. Timeline & Next Steps

Milestone	Target Date
Kick-off & Alignment	[Date]
Problem Validation	[Date]
Solution Design	[Date]
Implementation Planning	[Date]

List clear, actionable next steps for the client and consulting team.