MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

BUSINESS CASE WRITING FOR NEW PRODUCTS

"Master the art of crafting compelling business cases to secure approval and funding for new products."

Schedule

Date	Venue	Fees (Face-to-Face)
29 – 30 Jul 2026	Muscat, Oman	USD 1495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

A well-crafted business case is crucial for securing approval, funding, and resources for new product development. This 2-day course will teach participants how to write clear, concise, and compelling business cases that outline the value, feasibility, and potential return on investment for new products.

The course will guide participants through every aspect of business case writing, from identifying market opportunities to presenting financial forecasts, ensuring that they can effectively communicate their ideas to stakeholders and decision-makers.

Objectives

By the end of this course, participants will be able to:

- Develop a comprehensive and persuasive business case for new products
- Conduct market analysis and assess product feasibility
- Create financial forecasts and budgets for new product development
- Clearly communicate the benefits and risks of new products to stakeholders
- Understand how to structure a business case to maximize approval chances

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Attend

- Structured Approach: Learn a systematic process for developing business cases that get approved.
- Real-world Application: Gain practical skills to create business cases for any new product idea.
- Improve Decision-Making: Understand how to present data and insights that support effective decision-making.
- Increase Success Rates: Learn how to anticipate and address potential objections from stakeholders.
- Career Advancement: Enhance your business writing skills and advance your career in product management or development.

Target Audience

This program is designed for:

- Product managers and development teams looking to launch new products
- Business analysts responsible for presenting new product ideas
- Entrepreneurs and start-up founders seeking funding for new product development
- Marketing and sales professionals involved in product strategy and launch
- Anyone looking to improve their business writing skills for product development

Individual Benefits

Key competencies that will be developed include:

- Mastery of business case structure and content for product development
- Ability to conduct comprehensive market and financial analysis
- Enhanced communication skills for pitching new product ideas
- Capability to assess the feasibility and risk of new products
- Increased confidence in presenting business cases to senior management and stakeholders

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to write compelling business cases that lead to product approval
- An understanding of how to structure a product proposal for maximum impact
- Enhanced skills in market and financial analysis to support product decisions
- Knowledge of how to present risks and opportunities clearly to stakeholders
- Capability to influence senior leadership and secure resources for new product initiatives

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Introduction to business case writing principles and key elements
- Case Studies – Analysis of successful and failed business cases in product development
- Workshops – Hands-on exercises in developing a business case for a new product idea
- Peer Exchange – Group discussions on how to refine and improve business case strategies
- Templates – Ready-to-use templates for creating effective business cases

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 8:30 AM – 4:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 10:00 & 11:30 | Lunch: 12:30 – 01:30

Day 1: Introduction to Business Case Writing

- Module 1: The Importance of Business Cases (08:30 – 10:00)
- Why a strong business case is essential for new product success
- Key components of a successful business case
- Case study: Review of a successful business case for a new product
- Module 2: Market Analysis and Product Feasibility (10:15 – 12:00)
- Conducting market research and identifying product opportunities
- Assessing product feasibility and fit within the market
- Group exercise: Conducting a market analysis for a product idea
- Module 3: Financial Forecasting and Budgeting (12:30 – 02:30)
- Estimating costs, revenue, and profitability for new products
- Creating financial forecasts and budgeting for product development
- Hands-on exercise: Developing a financial model for a new product

Day 2: Structuring and Presenting the Business Case

- Module 4: Writing and Structuring the Business Case (08:30 – 10:00)
- How to structure a persuasive business case
- Key sections: Executive summary, market analysis, feasibility, financial projections
- Group exercise: Writing the executive summary of a business case
- Module 5: Presenting and Defending the Business Case (10:15 – 12:00)
- How to pitch your business case to stakeholders and decision-makers
- Handling objections and addressing risks
- Role play: Presenting a business case to a mock board of directors
- Module 6: Refining and Finalizing the Business Case (12:30 – 02:30)
- Reviewing and refining the business case before submission
- Techniques for improving the clarity and impact of your proposal
- Group exercise: Finalizing and reviewing business cases

Certification

Participants will receive a Certificate of Completion in Business Case Writing for New Products, validating their ability to create effective and persuasive business cases for new product development.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.