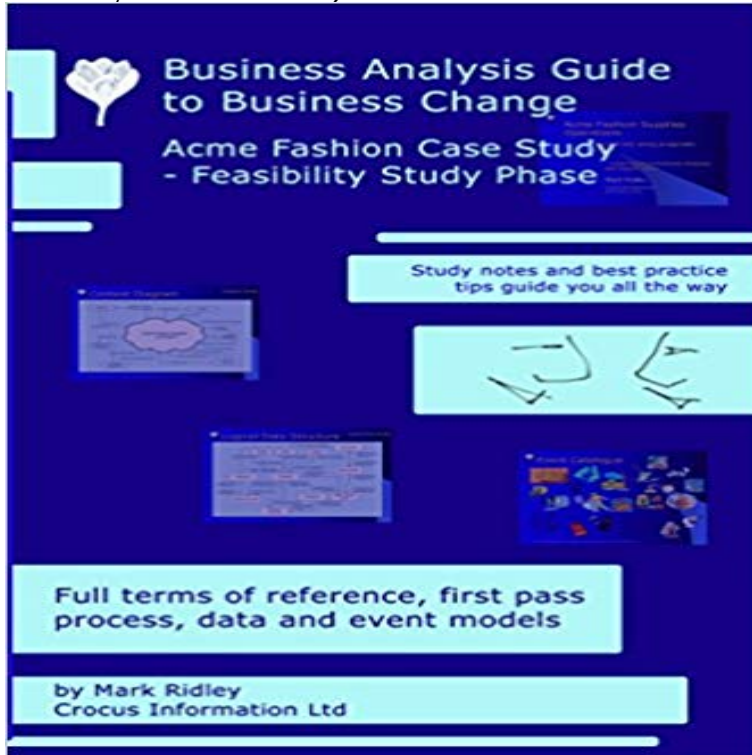


# Acme Fashion Case Study: Business Analysis Guide (Practical Business Analysis Guides)



20+ years business analysis experience of author Mark Ridley is drawn on to create this case study for new or would-be business analysts. Marks experience has been gained on large and multi-million business change projects in both the public and private sectors. This case study focuses on Acme Fashion Supplys move into ecommerce. It begins with a completed Terms of Reference, the one that authorised progression into the feasibility study stage. After explaining each part of the ToR, with guidance on writing one of your own for your newly-assigned project, the case study moves to the feasibility study itself. In this part, everything key to the study is presented in first draft, again with lots of notes and guidance on creating them. Some are left for you to complete. About the techniques and types of diagram used: Pretty much anything project-related that a BA is asked to do can be derived from them - whether its estimates and product definition for a project manager or supporting the business in their workflow redesign. If youre expecting to find Agile techniques covered, youll be disappointed. This guide is about Business Analysis, not Systems Analysis. Systems analysis is where specification of a computer system is the result and thats where Agile can come into its own.

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