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# NATIONAL STANDARD OF THE PEOPLE'S REPUBLIC OF CHINA

## GB/T 47285-2026

# Guidance on business analysis for projects

项目商业分析指南

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## Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1.Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Technical Committee on Project Management Standardization (SAC/TC343). This document was drafted by: China Aeronautical Integrated Technology Research Institute, Shanghai Qianchen Shijin Technology Co., Ltd., and the National Marine Standards and Metrology Center. China Association for Standardization, Maoming Gravity Petrochemical Equipment Co., Ltd., Guangxi Association for Standardization, Shandong Institute of Standardization, Shandong Expressway Co., Ltd.

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Project business analysis is a professional function that helps businesses optimize their operations by identifying problems and opportunities, analyzing needs, and proposing solutions. Operational management that improves business processes, reduces costs, and increases efficiency, or supports decisions regarding market entry, investment and mergers and acquisitions, product development, and business model innovation. Strategy. Project business analysis is widely used in various types of projects across the national economy, although it may be referred to by other names in some industries, such as business... While the work encompasses various processes such as analysis, investment analysis, project feasibility studies, and project demonstration, the core objectives and steps are largely the same. This has been achieved through professional specialization and collaboration within society. Based on industry experience, project business analysis has developed a methodological system that combines professional uniqueness with standardization and transferability. Project business analysis... Business analytics professionals need to master the knowledge and processes of project business analysis, and comprehensively apply the principles of mathematics, systems science, economics, and management. Methods. Project types include predictive, incremental, iterative, adaptive, and hybrid categories. This document primarily focuses on predictive investment projects. The framework provides guidance for project business analysis. Other types of projects can build upon the foundation of project-based investment projects to further refine their business analysis. Make adaptive adjustments. Project Business Analysis Guide

## 1 Scope

GB/T 47285-2026 is the Chinese national standard covering the business analysis behind a project - the need and the problem it addresses, the stakeholders and their requirements, the options and the benefits case, and the traceability from a requirement to what was finally delivered. First edition, in force since 1 June 2026, and it belongs with the project management vocabulary GB/T 23691-2026. It was issued on 27 February 2026 and has been in force since 1 June 2026, as a first edition. The document is under the responsibility of the Standardization Administration of China. This page is published from the official record of the 2026 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

This document provides guidance on the foundation, principles, framework, and implementation process for project business analysis. This document is applicable to business analysis of forward-looking investment projects. Other types of projects can refer to it.



## 2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 23691 Project Management Terminology

GB/T 37507 Project, Program and Portfolio Management - Project Management Guidelines

## 3 Terms and Definitions

The terms and definitions defined in GB/T 23691 and the following terms and definitions apply to this document.

3.1 The aim is to identify strategic and market needs, stakeholder requirements, and to design and recommend solutions that achieve the expected business value. A set of systematic collaborative activities to establish benchmarks for successful project delivery.

## 4 Project Business Analysis, Positioning, and Execution

4.1 Positioning of Project Business Analysis Based on the company's strategy and objectives, a business analysis of the project should be conducted to identify the opportunities and threats facing the company and determine the needs that the project must meet. The requirements are used to create a "business justification" document, providing decision-making support for project initiation, investment, or key milestone reviews during project implementation. Figure 1 shows the position of business analysis in the project value chain.