



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Market Analysis For Microfinance Institutions In South Africa Training

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 110032 · NQF Level 4 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips participants with the skills to conduct comprehensive market analysis specifically tailored for microfinance institutions (MFIs) operating in South Africa. Learners will explore the unique socioeconomic landscape, regulatory environment, and client needs that shape the microfinance sector, enabling them to identify opportunities and mitigate risks.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	110032
Accreditation	SAQA Accredited · NQF Level 4 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the socioeconomic factors influencing microfinance demand in South Africa.
- Evaluate the regulatory and policy environment governing microfinance institutions.
- Apply market segmentation techniques to identify target client groups.
- Design a market research plan tailored for a microfinance institution.
- Assess competitive landscape and identify strategic positioning opportunities.
- Demonstrate the ability to interpret market data to inform product development.

WHO SHOULD ATTEND

- This course is designed for microfinance practitioners, credit analysts, branch managers, and business development officers working in or aspiring to join the South African microfinance sector.

COURSE OUTLINE

Day 1: Introduction to Microfinance and Market Analysis

- Overview of microfinance in South Africa
- The role of MFIs in financial inclusion
- Introduction to market analysis concepts
- Key stakeholders: clients, regulators, funders
- Regulatory framework: NCA, FSCA, and SARB
- Challenges: high costs, credit risk, competition

Day 2: Market Research Methods

- Primary vs secondary research
- Quantitative methods: surveys, data analysis
- Qualitative methods: interviews, focus groups
- Competitor analysis framework
- Sampling techniques
- Ethical guidelines in research

Day 3: Data Collection and Analysis Techniques

- Data collection tools: questionnaires, databases
- Descriptive statistics: mean, median, mode
- Data visualization: bar charts, pie charts, histograms
- Using Excel for analysis
- Identifying market trends
- Data interpretation and reporting

Day 4: Segmentation and Targeting

- Market segmentation bases: demographic, geographic, psychographic
- Targeting strategies for MFIs
- Client needs analysis
- Segment profitability assessment
- Creating client personas
- Case studies of successful targeting

Day 5: Competitive Analysis and Market Positioning

- Competitive landscape: banks, cooperatives, fintech
- SWOT analysis framework
- Positioning map creation
- Differentiation strategies
- Market share analysis
- Growth opportunity identification

Day 6: Market Forecasting and Risk Assessment

- Forecasting methods: trend analysis, regression
- Economic indicators: inflation, employment, GDP
- Market risk assessment: credit, liquidity, operational
- Scenario analysis
- Risk mitigation strategies

- Regulatory risk considerations

Day 7: Strategic Application and Action Planning

- Strategic planning process
- Action plan development
- Presentation skills for stakeholders
- Monitoring and evaluation frameworks
- Adapting to market changes
- Final assessment and course wrap-up

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	13 Aug 2026	On-Campus	Mauritius
06 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	14 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	17 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 110032) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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