



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

Smme Success Factors And Local Economic Development Strategies Training

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

Unit Standard 110507 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips entrepreneurs and local development practitioners with the critical success factors for Small, Medium, and Micro Enterprises (SMMEs) and strategies to foster local economic development (LED). Participants will learn to identify SMME growth drivers, analyze local economic contexts, and design practical interventions that stimulate sustainable community-based enterprises.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	110507
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the key success factors for SMMEs, including access to finance, market linkages, business management skills, and enabling regulatory environments.
- Evaluate local economic development strategies such as sector clustering, value chain development, and public-private partnerships.
- Design a practical LED action plan that integrates SMME support mechanisms and stakeholder engagement.
- Apply tools to assess the economic potential and constraints of a local area for SMME development.
- Demonstrate the ability to monitor and evaluate the impact of LED initiatives on SMME growth and job creation.
- Implement strategies to foster entrepreneurship and formalize informal businesses within a local economy.

WHO SHOULD ATTEND

- SMME owners, managers, and aspiring entrepreneurs
- local economic development officers, community development practitioners, and municipal planning staff seeking to strengthen small business ecosystems and drive regional economic growth.

COURSE OUTLINE

Day 1: Introduction to SMMEs and Local Economic Development

- Definition and classification of SMMEs
- Importance of SMMEs in job creation and economic growth
- Overview of Local Economic Development (LED)
- Policy frameworks: National Development Plan and LED strategies
- Common barriers to SMME success
- Case studies of SMMEs in local economies

Day 2: SMME Success Factors – Internal Capabilities

- Entrepreneurial mindset and leadership
- Financial literacy: budgeting, cash flow, and funding
- Marketing strategies for small businesses
- Customer relationship management
- Operational excellence and lean practices
- Innovation and adaptability

Day 3: SMME Success Factors – External Environment

- Regulatory environment: tax, labour, and business registration
- Access to finance and funding opportunities
- Market research and competitive analysis
- Business development services and mentorship
- Networking and partnerships
- Economic trends and their impact on SMMEs

Day 4: Local Economic Development Strategies – Foundations

- Principles of LED: inclusive, sustainable, and local
- LED planning cycle: assessment, strategy, implementation
- Stakeholder mapping and engagement
- LED policy and institutional arrangements
- Case studies of successful LED initiatives
- Role of local government in LED

Day 5: LED Implementation Tools and Techniques

- SWOT and PESTLE analysis for local economies
- Project design and logical framework
- Budgeting and resource mobilisation
- Funding sources: grants, PPPs, and community funds
- Monitoring and evaluation frameworks
- Reporting and communication

Day 6: Sector-Specific LED Strategies

- Agriculture and agro-processing
- Tourism and cultural heritage
- Manufacturing and small-scale industry
- Cooperatives and community enterprises
- Green economy and sustainability

- ICT and digital economy

Day 7: SMME-LED Integration and Partnership Models

- Integrating SMME support into LED plans
- Public-private partnerships (PPPs)
- Community-business partnerships
- Value chain development and local procurement
- Business incubators and clusters
- Success stories of integrated approaches

Day 8: Strategic Planning for SMME and LED Initiatives

- Strategic planning process
- SMART goal setting
- Risk identification and mitigation
- Financial projections and break-even analysis
- Pitching to funders
- Presentation skills for stakeholders

Day 9: Practical Application and Course Synthesis

- Capstone project: develop an SMME-LED plan
- Peer review and feedback
- Presentation of plans to panel
- Action planning for real-world application
- Course evaluation and certification
- Networking and next steps

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 **12 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

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

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 110507) 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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