



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Business Plan Development For New Ventures Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 114592 · NQF Level 4 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips entrepreneurs and aspiring business owners with the practical skills to develop a comprehensive business plan for a new venture. Participants will learn to articulate their business concept, conduct market analysis, project financials, and craft a strategic roadmap to secure funding and guide startup success.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	114592
Accreditation	SAQA Accredited · NQF Level 4 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of business planning to conceptualize a viable new venture.
- Analyze market trends, target customers, and competitive landscape to validate the business idea.
- Design a financial plan including startup costs, revenue projections, and break-even analysis.
- Develop a marketing and operational strategy that aligns with the venture's goals.
- Implement risk management strategies and contingency plans within the business plan.
- Demonstrate the ability to present the business plan to potential investors or stakeholders.

WHO SHOULD ATTEND

- Aspiring entrepreneurs, small business owners, and professionals seeking to launch a new venture.
- Also suitable for managers involved in intrapreneurial projects or business development within existing organizations.

COURSE OUTLINE

Day 1: Introduction to Business Planning and the Entrepreneurial Mindset

- What is a business plan and why is it essential?
- The entrepreneurial mindset: risk, opportunity, and resilience.
- Overview of the business plan structure.
- Business lifecycle stages and planning needs.
- Introduction to the SAQA unit standard 114592.
- Self-assessment: readiness for venture creation.

Day 2: Market Research and Analysis

- Primary and secondary market research methods.
- Analysing industry and market trends.
- Competitor analysis: direct and indirect competitors.
- Defining target market and customer personas.
- SWOT analysis for new ventures.
- Practical exercise: conducting market research for a sample idea.

Day 3: Marketing, Sales, and Operations Planning

- Marketing mix (product, price, place, promotion).
- Sales strategy and channels.
- Branding and positioning.
- Operations plan: location, equipment, technology.
- Supply chain and supplier management.
- Human resources and team structure.
- Practical: draft marketing and operations sections.

Day 4: Financial Planning and Projections

- Key financial concepts for entrepreneurs.
- Start-up costs and capital requirements.
- Revenue forecasting and expense budgeting.
- Projected income statement, cash flow statement, and balance sheet.
- Breakeven analysis.
- Funding options: debt, equity, grants.
- Practical: build a simple financial model.

Day 5: Compiling the Business Plan and Presentation

- Executive summary: writing for impact.
- Integrating all sections into a final document.
- Reviewing and refining the business plan.
- Presentation skills for pitching.
- Peer review and feedback.
- Assessment criteria for the unit standard.
- Final presentation and evaluation.

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 **8 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 23,000.00	R 23,000.00
1	In-House	R 29,900.00	R 29,900.00
1	On-Campus (Pretoria)	R 34,500.00	R 34,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, 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 114592) 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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