



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 Costing And Pricing Principles For Entrepreneurs Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 114594 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips entrepreneurs and small business owners with practical skills to accurately calculate business costs and set profitable pricing strategies. Participants will learn to distinguish between fixed and variable costs, apply break-even analysis, and develop pricing models that ensure sustainability and competitiveness in the South African market.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	114594
Accreditation	SAQA Accredited · NQF Level 4 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply cost classification methods to identify fixed, variable, and semi-variable costs in a business context.
- Analyze cost-volume-profit relationships using break-even analysis to inform pricing decisions.
- Evaluate different pricing strategies (e.g., cost-plus, value-based, competitive) and select the most appropriate for a given business scenario.
- Calculate direct and indirect costs to determine the full cost of a product or service.
- Implement a pricing model that covers costs, achieves target profit margins, and remains competitive.
- Demonstrate the ability to adjust pricing in response to changes in costs, demand, or market conditions.

WHO SHOULD ATTEND

- Entrepreneurs, small business owners, and managers who are responsible for pricing products or services and need to understand cost structures to improve profitability.

COURSE OUTLINE

Day 1: Foundations of Business Costing

- Introduction to costing concepts and terminology.
- Classification of costs: fixed, variable, semi-variable.
- Direct vs. indirect costs and allocation methods.
- Break-even analysis: formula and interpretation.
- Practical exercise: identifying costs in a sample business.
- Overview of cost behaviour and decision-making.
- Group discussion: common costing mistakes by entrepreneurs.

Day 2: Pricing Strategies and Market Positioning

- Pricing objectives and strategies overview.
- Cost-plus pricing: calculating markup and margin.
- Value-based pricing: customer perception and willingness to pay.
- Competitive pricing: benchmarking against competitors.
- Pricing for different market segments and channels.
- Practical workshop: setting prices for a sample product line.
- Case study: pricing failure and recovery.
- Integrating pricing with marketing and sales strategies.

Day 3: Integrated Application and Business Planning

- Review of costing and pricing principles.
- Building a costing model: spreadsheet exercise.
- Sensitivity analysis: how changes in costs affect pricing.
- Discounting, promotions, and their impact on profitability.
- Developing a pricing policy document.
- Group project: create a costing and pricing plan for a new venture.
- Peer review and feedback session.
- Final assessment: scenario-based pricing decision.

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 **6 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
11 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Mauritius
12 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
17 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	20 Aug 2026	On-Campus	Harare, Zimbabwe
18 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 114594) 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.

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 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za