



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 Mechanisms For New Venture Success Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 114595 · NQF Level 4 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips new venture owners and aspiring entrepreneurs with a practical understanding of market mechanisms essential for business success. Participants will learn to analyze supply and demand dynamics, pricing strategies, and competitive forces to make informed decisions that drive new venture growth and sustainability.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	114595
Accreditation	SAQA Accredited · NQF Level 4 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of supply and demand to analyze market conditions for a new venture.
- Evaluate pricing strategies in relation to market structures and competitor behavior.
- Analyze the impact of market failures and externalities on new venture decision-making.
- Design a market entry strategy that considers barriers to entry and competitive advantage.
- Implement market research techniques to identify customer needs and market opportunities.
- Demonstrate the ability to use market information to adjust business strategies for sustainability.

WHO SHOULD ATTEND

- This course is designed for entrepreneurs, small business owners, and managers of new ventures who need to understand market forces and apply them to improve business performance.

COURSE OUTLINE

Day 1: Foundational Market Mechanisms

- Introduction to market mechanisms: demand, supply, and equilibrium.
- Market structures: perfect competition, monopoly, oligopoly, monopolistic competition.
- Pricing strategies for new ventures: cost-based, value-based, competition-based.
- Role of price elasticity in revenue optimisation.
- Basic market research techniques: surveys, interviews, observation.
- Identifying target markets and customer segments.
- Competitive analysis: SWOT and Porter's Five Forces.
- Case study: How market mechanisms shaped a successful SA startup.

Day 2: Advanced Application and Integration

- Go-to-market strategy: product, price, place, promotion.
- External factors: government regulation, economic trends, technological change.
- Advanced pricing models: penetration pricing, skimming, bundling.
- Demand forecasting techniques for new ventures.
- Market segmentation and positioning strategies.
- Developing a market analysis report: structure and key metrics.
- Integrating market mechanisms into the business plan.
- Practical exercise: Design a market entry plan for a hypothetical venture.

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 **5 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	19 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 114595) 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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