



## 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

# Cost And Price Craft Products For Sustainable Enterprise Training

Culture and Arts / Visual Arts

Unit Standard 115138 · NQF Level 2 · 10 Credits · 7 Days

## COURSE OVERVIEW

This course equips craft entrepreneurs and small business owners with the skills to accurately cost and price their products for sustainable enterprise. Participants will learn to calculate material, labour, and overhead costs, apply appropriate markup strategies, and set prices that ensure profitability while remaining competitive in the market.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Culture and Arts                           |
| Subfield        | Visual Arts                                |
| Unit Standard   | 115138                                     |
| Accreditation   | SAQA Accredited · NQF Level 2 · 10 Credits |
| Duration        | 7 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Identify and calculate all direct and indirect costs associated with producing a craft product.
- Apply appropriate costing methods to determine the total cost per unit.
- Analyse market factors and competitor pricing to inform pricing decisions.
- Evaluate different pricing strategies and select the most suitable one for sustainable enterprise.
- Implement a pricing structure that covers costs and generates a target profit margin.
- Demonstrate the ability to adjust prices in response to changes in costs or market conditions.

## WHO SHOULD ATTEND

- Craft producers, small business owners, and entrepreneurs in the creative and manufacturing sectors who need to develop pricing strategies for their handmade or crafted products.

## COURSE OUTLINE

### Day 1: Introduction to Sustainable Enterprise and Costing Principles

- Overview of sustainable enterprise and the craft sector in South Africa.
- Introduction to costing: why it matters for sustainability.
- Classification of costs: fixed vs variable, direct vs indirect.
- Cost price components: materials, labour, overheads.
- The cost-price-profit equation.
- Ethical considerations in pricing for sustainability.

### Day 2: Gathering and Calculating Costs for Craft Products

- Identifying cost inputs: materials, labour, tools, utilities, rent, etc.
- Measuring material usage and waste.
- Labour costing: time tracking and hourly rates.
- Overhead allocation: direct labour hours or machine hours.
- Practical exercise: calculate total cost for a sample craft item.
- Common pitfalls in cost calculation.

### Day 3: Pricing Strategies for Craft Products

- Overview of pricing strategies: cost-plus, value-based, competitive.
- Step-by-step cost-plus pricing calculation.
- Conducting market research for pricing.
- Pricing for different channels: retail markups, wholesale discounts.
- Psychological pricing tactics.
- Group activity: set prices for a range of craft products.

### Day 4: Break-Even Analysis and Profit Planning

- Break-even analysis: fixed costs, variable costs, contribution margin.
- Calculating break-even point: formula and examples.
- Break-even charts: construction and interpretation.
- Profit planning: setting profit goals and required sales volume.
- Sensitivity analysis: impact of price or cost changes on break-even.
- Workshop: create a break-even analysis for a craft business.

### Day 5: Cost Control and Record Keeping for Sustainability

- Importance of cost control in sustainable enterprise.
- Techniques: reducing material waste, improving labour efficiency.
- Budgeting for craft businesses: sales forecast, cost budget.
- Record keeping: cost cards, inventory sheets, sales records.
- Variance analysis: comparing actual vs budgeted costs.
- Case studies: successful cost control in South African craft enterprises.

### Day 6: Pricing for Different Markets and Value Addition

- Market segmentation and pricing strategies for each segment.
- Export pricing: additional costs (shipping, duties, currency).
- Value addition: branding, packaging, storytelling.
- VAT registration and implications for pricing.
- Discount strategies: bulk, seasonal, loyalty.

- Developing a written pricing policy.
- Role-play: negotiating prices with buyers.

#### Day 7: Integrating Costing and Pricing into Business Planning

- Review of key concepts from the week.
- Building a product cost sheet for multiple items.
- Creating a pricing strategy document.
- Assessing business viability: profit margins, break-even, cash flow.
- Presentation of individual or group projects.
- Feedback and peer review.
- Action planning for implementation.
- Course wrap-up and certification guidance.

## 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 2**.

## 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                      |
|-------------|-------------|-----------|----------------------------|
| 31 Jul 2026 | 10 Aug 2026 | On-Campus | Lagos, Nigeria             |
| 03 Aug 2026 | 11 Aug 2026 | On-Campus | Mauritius                  |
| 04 Aug 2026 | 12 Aug 2026 | On-Campus | Cape Town, South Africa    |
| 05 Aug 2026 | 13 Aug 2026 | On-Campus | Dubai, UAE                 |
| 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 | Johannesburg, South Africa |
| 10 Aug 2026 | 18 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](http://www.aaticd.co.za), open the page for this course (Unit Standard 115138) 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](mailto: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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