



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 Business Analysis And Situation Appraisal Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 115811 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips SMME owners and managers with the skills to systematically analyse their business environment and appraise their current situation. Participants learn to identify strengths, weaknesses, opportunities, and threats, and to use this analysis for strategic decision-making and business improvement.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	115811
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply a structured framework to analyse the internal and external business environment of an SMME.
- Evaluate the current business situation using financial and non-financial indicators.
- Identify and prioritise key business issues and opportunities for improvement.
- Develop a situation appraisal report that informs strategic planning.
- Implement recommendations to enhance business performance and competitiveness.
- Demonstrate the ability to use business analysis tools such as SWOT, PESTLE, and financial ratio analysis.

WHO SHOULD ATTEND

- Small and medium enterprise owners, managers, and aspiring entrepreneurs who need to assess their business performance and develop actionable strategies for growth and sustainability.

COURSE OUTLINE

Day 1: Introduction to SMME Business Analysis and Situation Appraisal

- Overview of SMME landscape in South Africa
- What is business analysis? Scope and purpose
- Introduction to situation appraisal: concepts and frameworks
- Linking business analysis to SMME success
- SAQA unit standard 115811: outcomes and assessment criteria

Day 2: Data Collection and Analysis Techniques

- Primary vs secondary data sources
- Surveys, interviews, and observation techniques
- SWOT analysis: practical application
- PESTLE analysis: political, economic, social, technological, legal, environmental
- Data interpretation and reporting

Day 3: Financial Analysis and Performance Measurement

- Income statement, balance sheet, cash flow statement basics
- Financial ratio analysis: current ratio, gross margin, ROE
- Break-even analysis: fixed vs variable costs
- Budgeting and cash flow forecasting
- Common financial pitfalls in SMMEs

Day 4: Market Analysis and Customer Insights

- Market segmentation: demographic, geographic, psychographic, behavioral
- Competitor analysis: Porter's Five Forces
- Customer surveys and feedback mechanisms
- Trend analysis and market forecasting
- Value proposition development

Day 5: Operational and Process Analysis

- Process mapping and flowcharts
- Lean principles: waste reduction
- Supply chain analysis: suppliers, inventory, logistics
- Risk assessment: operational, compliance, reputational
- Key performance indicators (KPIs) for operations

Day 6: Strategic Analysis and Action Planning

- Strategic analysis: TOWS matrix, gap analysis
- Prioritization techniques: impact vs effort matrix
- Writing a situation appraisal report: structure and key elements
- Action plan development: SMART goals, timelines, responsibilities
- Monitoring and evaluation framework

Day 7: Integration, Presentation, and Assessment

- Case study: full analysis from data collection to recommendations
- Presentation skills: communicating findings effectively
- Peer review and feedback
- Assessment preparation: portfolio of evidence, knowledge questions

- Course wrap-up 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 **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Mauritius
13 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	25 Aug 2026	On-Campus	Abu Dhabi, UAE
18 Aug 2026	26 Aug 2026	On-Campus	Durban, 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 115811) 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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