



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

Identifying Business Success Issues For Small Medium And Micro Enterprises Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 115816 · NQF Level 5 · 6 Credits · 3 Days

COURSE OVERVIEW

This course is designed to equip small, medium, and micro enterprise (SMME) owners and managers with the skills to identify and address critical business success issues. Participants will learn to diagnose common challenges affecting business performance and implement strategies to enhance sustainability and growth.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	115816
Accreditation	SAQA Accredited · NQF Level 5 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the key success factors and failure risks for SMMEs in the South African context.
- Evaluate financial, operational, and market-related issues impacting business performance.
- Apply problem-solving techniques to identify root causes of business challenges.
- Develop action plans to address identified success issues and improve business resilience.
- Demonstrate the ability to monitor and adjust strategies based on business performance indicators.
- Implement record-keeping and compliance practices to support informed decision-making.

WHO SHOULD ATTEND

- This course is ideal for SMME owners, managers, and aspiring entrepreneurs who seek to improve their business acumen and address key success factors in their enterprises.

COURSE OUTLINE

Day 1: Foundational Concepts of Business Success for SMMEs

- Introduction to SMMEs: definitions, categories, and economic significance.
- Understanding business success: profitability, sustainability, growth, and social impact.
- Environmental analysis: PESTLE, Porter's Five Forces, and SWOT frameworks.
- Identifying common barriers to SMME success: access to finance, skills shortages, regulatory compliance.
- Setting a clear business vision and mission.
- Goal setting: SMART objectives and alignment with success indicators.
- Case study: Analysis of a successful South African SMME.

Day 2: Analysing and Measuring Business Success

- Financial metrics: break-even analysis, profit margins, cash flow management.
- Non-financial metrics: customer satisfaction, employee engagement, social responsibility.
- Operational efficiency: lean processes, quality control, and technology adoption.
- Marketing effectiveness: market segmentation, value proposition, and brand awareness.
- Human resources: skills development, motivation, and retention strategies.
- Root cause analysis and problem-solving frameworks (e.g., fishbone diagram, 5 Whys).
- Group activity: Conduct a KPI audit on a sample SMME case.

Day 3: Strategic Interventions and Continuous Improvement

- Strategic planning: aligning resources with opportunities.
- Innovation and adaptability: responding to market changes.
- Risk management: identifying and mitigating business risks.
- Developing an action plan: prioritisation, timelines, and responsibilities.
- Monitoring and evaluation: setting up review processes and feedback loops.
- Continuous improvement models: PDCA cycle, Kaizen.
- Final assessment: Present a comprehensive improvement plan for a simulated SMME.
- Course wrap-up and reflection on applying learning to real-world contexts.

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 18,800.00	R 18,800.00
1	In-House	R 24,500.00	R 24,500.00
1	On-Campus (Pretoria)	R 28,100.00	R 28,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
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

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 115816) 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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