



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 Advisory Services For Small And Medium Enterprises Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 115830 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips participants with the skills to provide effective business advisory services to small and medium enterprises (SMEs). It covers key areas such as business planning, financial management, marketing, and regulatory compliance, enabling advisors to support SME growth and sustainability.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	115830
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 business advisory frameworks to assess SME needs and develop tailored solutions.
- Analyze financial statements and operational data to identify areas for improvement in SMEs.
- Evaluate business plans and strategies to ensure alignment with SME goals and market conditions.
- Design advisory interventions that address legal, regulatory, and compliance requirements for SMEs.
- Implement monitoring and evaluation mechanisms to track SME progress and adjust advisory approaches.
- Demonstrate effective communication and relationship management skills when advising SME clients.

WHO SHOULD ATTEND

- This course is designed for business advisors, consultants, and professionals who work with or intend to work with small and medium enterprises in South Africa.

COURSE OUTLINE

Day 1: Foundations of Business Advisory for SMEs

- Introduction to business advisory services and unit standard 115830.
- Overview of the SME landscape in South Africa.
- Common challenges faced by SMEs: access to finance, market access, skills.
- Legal and regulatory frameworks: B-BBEE, tax, labour law basics.
- Professional ethics and confidentiality in advisory relationships.

Day 2: Business Assessment and Needs Analysis

- Business diagnostic frameworks (SWOT, PESTLE, financial health checks).
- Interview techniques and data gathering from SME owners.
- Analysing financial statements: cash flow, profitability, solvency.
- Identifying operational inefficiencies and growth barriers.
- Writing a needs analysis report.

Day 3: Strategic Planning and Goal Setting

- Vision, mission, and values articulation.
- Setting SMART objectives (Specific, Measurable, Achievable, Relevant, Time-bound).
- Strategy formulation: growth strategies, competitive advantage.
- Action planning: tasks, responsibilities, deadlines.
- Basic risk assessment and mitigation strategies.

Day 4: Financial Advisory and Funding Strategies

- Financial ratio analysis: liquidity, profitability, efficiency.
- Cash flow forecasting and working capital management.
- Funding options: bank loans, grants, equity, crowdfunding.
- Preparing a business plan for funding applications.
- Tax obligations for SMEs: VAT, PAYE, income tax.

Day 5: Marketing and Sales Advisory

- Market research techniques for SMEs.
- Marketing mix (7Ps) and branding basics.
- Digital marketing: website, SEO, social media, email.
- Sales pipeline management and CRM tools.
- Customer retention strategies and feedback loops.

Day 6: Operational Efficiency and Human Resources

- Process mapping and lean principles for SMEs.
- Quality management and standard operating procedures.
- HR essentials: recruitment, contracts, leave, disciplinary codes.
- Performance management: KPIs and appraisals.
- Training and development planning.

Day 7: Integration, Evaluation, and Action Planning

- Integrating strategic, financial, marketing, operational, and HR advice.
- Measuring advisory success: KPIs and client satisfaction.
- Continuous improvement and sustainability planning.
- Case study: applying the full advisory cycle.

- Assessment preparation: portfolio of evidence requirements.

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
07 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Mauritius
11 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	24 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 115830) 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@aatid.co.za · www.aatid.co.za