



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

Car Rental Industry Analysis And Market Research Training

Services / Cleaning, Domestic, Hiring, Property and Rescue Services

Unit Standard 116809 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to analyse the car rental industry and conduct effective market research. Participants will learn to assess industry trends, evaluate competitive landscapes, and apply research methodologies to support strategic decision-making in a car rental context.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	116809
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the structure and key trends of the car rental industry in South Africa.
- Apply market research methodologies to gather and interpret industry data.
- Evaluate competitive forces and market positioning of car rental companies.
- Design a market research plan tailored to the car rental sector.
- Demonstrate the ability to present research findings and recommendations.
- Implement data-driven strategies based on industry analysis.

WHO SHOULD ATTEND

- This course is designed for managers, analysts, and entrepreneurs in the car rental or mobility services sector who need to conduct market research and industry analysis to drive business growth.

COURSE OUTLINE

Day 1: Foundations of Car Rental Industry Analysis

- Overview of the car rental industry: history, size, and key players.
- Market segmentation: leisure, corporate, insurance replacement, and long-term rental.
- Customer behaviour and demand drivers.
- Sources of industry data: SA statistics, industry reports, and trade associations.
- Competitive analysis: SWOT of major and independent operators.
- Regulatory framework: consumer protection, licensing, and insurance requirements.
- Introduction to market research methods: surveys, interviews, and secondary research.
- Practical exercise: analysing a sample market report.

Day 2: Advanced Market Research and Strategic Application

- Advanced research techniques: conjoint analysis, mystery shopping, and digital analytics.
- Analysing pricing strategies and revenue management.
- Fleet composition and utilisation analysis.
- Identifying emerging trends: electric vehicles, mobility-as-a-service, and shared economy.
- Case study: market entry strategy for a new rental branch.
- Data interpretation and visualisation for decision-makers.
- Developing actionable recommendations and business cases.
- Final assessment: group presentation of a mini market research project.

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
11 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	18 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 116809) 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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