



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

Market Research For Craft Products And Industry Trends Training

Culture and Arts / Visual Arts

Unit Standard 117523 · NQF Level 5 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips craft entrepreneurs, product developers, and small business owners with the skills to conduct market research specific to craft products and monitor industry trends. Participants will learn to gather, analyze, and interpret market data to inform product development, pricing, and marketing strategies, ensuring their craft businesses remain competitive in the South African and global markets.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	117523
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

- Apply appropriate market research methodologies to gather data on craft product demand and consumer behavior.
- Analyze industry trends affecting the craft sector, including economic, social, and technological factors.
- Evaluate competitor products and pricing strategies to identify market opportunities.
- Design a market research plan that addresses specific craft product or service questions.
- Implement data collection tools such as surveys, interviews, and observation techniques.
- Demonstrate the ability to interpret research findings and make evidence-based business decisions.

WHO SHOULD ATTEND

- Craft producers, artisans, small business owners, and product development managers in the creative and craft industries who need to understand market dynamics and consumer preferences to grow their businesses.

COURSE OUTLINE

Day 1: Foundations of Market Research for Craft Products

- Introduction to market research: definition, purpose, and benefits for craft businesses.
- Types of data: primary vs secondary, qualitative vs quantitative.
- Sources of secondary data: industry reports, trade associations, government statistics.
- Primary research methods: designing questionnaires, conducting interviews, and observation techniques.
- Ethical considerations and bias in research.
- Crafting a research plan: defining objectives, target market, and budget.

Day 2: Analysing Industry Trends and Consumer Behaviour

- Identifying industry trends: fashion cycles, sustainability, digital integration.
- Consumer behaviour models: needs, motivations, and decision-making.
- Segmenting the craft market: demographics, psychographics, and geographic factors.
- SWOT analysis: strengths, weaknesses, opportunities, threats for craft products.
- Introduction to data analysis: coding, tabulation, and interpretation of results.
- Presenting data effectively: charts, graphs, and infographics.

Day 3: Applying Research to Business Strategy and Reporting

- From research to strategy: pricing, product development, and marketing tactics.
- Writing a market research report: structure, executive summary, recommendations.
- Case studies: successful craft businesses using market research.
- Monitoring trends: tools for ongoing trend tracking and competitor analysis.
- Presentation skills: communicating insights to different audiences.
- Action planning: implementing research findings and measuring impact.

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	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Dubai, 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 117523) 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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