



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

Identify Factors Of Site And Situation That Influence Trade In Small Businesses Training

Human and Social Studies / General Social Science

Unit Standard 119895 · NQF Level 2 · 2 Credits · 1 Day

COURSE OVERVIEW

This course equips small business owners and managers with the skills to identify and evaluate site and situation factors that influence trade. Participants will learn to analyze location-related variables such as accessibility, visibility, and proximity to suppliers or customers, enabling informed decision-making for business placement and expansion.

Category	Human and Social Studies
Subfield	General Social Science
Unit Standard	119895
Accreditation	SAQA Accredited · NQF Level 2 · 2 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the influence of site factors such as accessibility, parking, and visibility on customer traffic and sales.
- Evaluate situation factors including proximity to suppliers, competitors, and target markets to determine trade potential.
- Apply demographic and economic data to assess the viability of a business location.
- Implement strategies to mitigate negative site and situation factors while leveraging positive ones.
- Demonstrate the ability to recommend optimal business locations based on site and situation analysis.

WHO SHOULD ATTEND

- Small business owners, entrepreneurs, and managers in South Africa who are responsible for selecting or assessing business locations.
- Also suitable for aspiring entrepreneurs seeking to understand the impact of site and situation on trade success.

COURSE OUTLINE

Day 1: Understanding Site and Situation Factors in Small Business Trade

- Introduction to site and situation factors
- Site factors: physical location, accessibility, utilities, and cost
- Situation factors: market demographics, competition, supply chains, and economic trends
- Methods for assessing site and situation: checklists, SWOT analysis, and local data sources
- Case study: Evaluating a small business in a South African township
- Practical exercise: Conducting a site and situation analysis for a selected business
- Group discussion: How site and situation affect trade in different sectors (retail, services, manufacturing)
- Summary and assessment: Key takeaways and application to own business context

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 **2 NQF credits** at **NQF Level 2**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 9,400.00	R 9,400.00
1	In-House	R 12,200.00	R 12,200.00
1	On-Campus (Pretoria)	R 14,100.00	R 14,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
21 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
21 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
24 Aug 2026	24 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
24 Aug 2026	24 Aug 2026	On-Campus	Abu Dhabi, UAE
25 Aug 2026	25 Aug 2026	On-Campus	Durban, South Africa
26 Aug 2026	26 Aug 2026	On-Campus	Shenzhen, China
27 Aug 2026	27 Aug 2026	On-Campus	Harare, Zimbabwe
28 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand

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 119895) 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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