



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

Used Vehicle Market Analysis and Sourcing

Business, Commerce and Management Studies / Generic Management

Unit Standard 243270 · NQF Level 5 · 14 Credits · 11 Days

COURSE OVERVIEW

This course equips learners with the skills to analyse market trends and consumer needs in the pre-owned vehicle sector. Participants will learn to source vehicles strategically and price them competitively, ensuring alignment with current market demands. The course bridges theory and practice, enabling informed decision-making in vehicle procurement.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243270
Accreditation	SAQA Accredited · NQF Level 5 · 14 Credits
Duration	11 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse market needs and trends to identify sourcing opportunities in the pre-owned vehicle market.
- Evaluate vehicle pricing strategies based on market data, condition, and demand.
- Apply sourcing techniques to acquire vehicles that meet organisational and customer requirements.
- Implement pricing models that balance profitability and market competitiveness.
- Demonstrate the ability to compile market analysis reports to support procurement decisions.

WHO SHOULD ATTEND

- This course is designed for automotive dealership managers, vehicle sourcing agents, and fleet acquisition specialists who are responsible for analysing market conditions and procuring pre-owned vehicles.

COURSE OUTLINE

Day 1: Introduction to Used Vehicle Market

- Overview of the South African automotive industry
- New vs used vehicle market dynamics
- Key stakeholders: OEMs, dealers, auctions, private sellers
- Market segmentation by price, age, and vehicle type
- Economic indicators affecting the used car market
- Regulatory environment: CPA, Ombud, and industry bodies

Day 2: Market Research and Data Sources

- Sources: TransUnion, AutoTrader, NAAMSA, auction results
- Understanding trade, retail, and wholesale values
- Vehicle pricing indices and depreciation curves
- Geographic market variations
- Seasonal and cyclical trends
- Data accuracy and validation

Day 3: Vehicle Valuation Methods

- Market comparison approach
- Cost approach: replacement value less depreciation
- Income approach for commercial vehicles
- Depreciation models: straight-line, declining balance
- Condition grading systems
- Valuation tools: Glass's Guide, Auto Dealer, etc.

Day 4: Vehicle Inspection and Condition Assessment

- Inspection checklist development
- Exterior: paint, panels, glass, tyres
- Interior: upholstery, electronics, controls
- Mechanical: engine, transmission, brakes, suspension
- Odometer verification and history checks
- Using diagnostic tools and test drives

Day 5: Vehicle History and Legal Compliance

- Vehicle history reports: eNaTIS, HPI, CarCheck
- VIN/chassis number verification
- Finance clearance and settlement procedures
- Roadworthy certificates and licensing
- Recall status and safety compliance
- Consumer Protection Act implications

Day 6: Sourcing Channels and Strategies

- Trade-ins: advantages and pitfalls
- Auction types: physical, online, dealer-only
- Direct from private sellers
- Fleet and rental de-fleeting
- OEM buy-back programmes

- Supplier evaluation and relationship management

Day 7: Negotiation and Purchase Decision

- Negotiation preparation and BATNA
- Price negotiation tactics
- Dealing with seller objections
- Purchase decision criteria
- Offer letters and purchase agreements
- Ethical considerations and transparency

Day 8: Inventory Management and Stock Turnover

- Days-to-sell and turnover ratios
- Stock ageing reports and action triggers
- Pricing strategies for fast and slow movers
- Reconditioning cost-benefit analysis
- Inventory carrying costs
- Disposal strategies for aged stock

Day 9: Digital Tools and Online Platforms

- Online sourcing platforms: AutoTrader, Cars.co.za, OLX
- Auction platforms: Burchmore's, WBC, online auctions
- Inventory management software
- Data analytics tools and dashboards
- Social media and digital marketing for sourcing
- Emerging technologies: AI, blockchain

Day 10: Risk Management and Fraud Prevention

- Types of fraud: odometer rollback, cloning, forged documents
- Red flags and warning signs
- Due diligence checklists
- Insurance coverage for sourcing activities
- Warranty types and claim processes
- FICA and AML compliance

Day 11: Strategic Sourcing and Market Forecasting

- Strategic sourcing frameworks
- Forecasting models: trend analysis, regression
- KPI development: acquisition cost, margin, turnover
- Benchmarking against competitors
- Scenario planning for market shifts
- Final assessment and course wrap-up

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 **14 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 40,300.00	R 40,300.00
1	In-House	R 52,400.00	R 52,400.00
1	On-Campus (Pretoria)	R 60,500.00	R 60,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	24 Aug 2026	On-Campus	Mauritius
11 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	27 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	28 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	31 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	01 Sep 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 243270) 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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