



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

Motor Retail Business Brand Development

Business, Commerce and Management Studies / Generic Management

Unit Standard 243352 · NQF Level 6 · 14 Credits · 11 Days

COURSE OVERVIEW

This course equips motor retail professionals with the strategic skills to develop and strengthen a motor retail business brand. Participants will learn how to align brand identity with customer expectations, market positioning, and operational excellence to drive sustainable growth in the competitive South African automotive sector.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243352
Accreditation	SAQA Accredited · NQF Level 6 · 14 Credits
Duration	11 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the current brand position of a motor retail business within the South African market.
- Develop a brand strategy that differentiates the business and aligns with customer needs and industry trends.
- Implement brand-building activities, including customer experience improvements and marketing campaigns.
- Evaluate the effectiveness of brand initiatives using key performance indicators and customer feedback.
- Apply legal and ethical considerations relevant to motor retail branding, including consumer protection laws.
- Design a brand communication plan that integrates digital and traditional channels for maximum reach.

WHO SHOULD ATTEND

- This course is designed for motor retail managers, dealership owners, brand managers, and marketing professionals in the automotive industry who are responsible for building or enhancing their business brand.

COURSE OUTLINE

Day 1: Introduction to Brand Development in the Motor Retail Business

- What is a brand?
- The importance of branding in motor retail
- Key elements of a brand: name, logo, tagline, colors
- Brand identity vs. brand image vs. brand positioning
- Overview of the motor retail business landscape in South Africa

Day 2: Market Research and Competitive Analysis

- Market research methods: surveys, focus groups, data analysis
- Competitive analysis frameworks (SWOT, Porter's Five Forces)
- Understanding customer demographics and psychographics
- Segmenting the motor retail market
- Tools for gathering and analyzing market data

Day 3: Brand Strategy and Positioning

- Elements of a brand strategy
- Brand positioning statement
- Developing a unique value proposition (UVP)
- Brand promise and brand personality
- Aligning brand strategy with business objectives

Day 4: Brand Identity Design

- Logo design principles
- Typography and color theory
- Creating a brand style guide
- Visual identity for motor retail: showroom, signage, vehicles
- Case studies of successful motor retail brands

Day 5: Brand Communication and Messaging

- Crafting brand messaging: taglines, slogans, key messages
- Brand voice and tone guidelines
- Communication channels: advertising, social media, PR, events
- Integrated marketing communications (IMC) plan
- Measuring communication effectiveness

Day 6: Digital Branding and Online Presence

- Website design for brand consistency
- Social media branding strategies (Facebook, Instagram, LinkedIn)
- SEO basics for brand visibility
- Online reputation management
- Content marketing for motor retail

Day 7: Customer Experience and Brand Loyalty

- Customer journey mapping in motor retail
- Brand touchpoints: showroom, service center, online
- Creating memorable customer experiences
- Loyalty programs and rewards

- Net Promoter Score (NPS) and other metrics

Day 8: Brand Management and Governance

- Brand management roles and responsibilities
- Brand audits and compliance
- Brand governance framework
- Crisis communication and reputation management
- Legal aspects: trademarks and intellectual property

Day 9: Measuring Brand Performance

- Brand KPIs: awareness, recall, loyalty, equity
- Brand tracking studies
- Financial valuation of brands
- Data-driven decision making
- Reporting brand performance to stakeholders

Day 10: Brand Development for Motor Retail – Practical Case Studies

- Case study: Toyota brand strategy
- Case study: BMW brand positioning
- Case study: Local motor retail brand success
- Group exercise: creating a brand plan
- Presentation and feedback

Day 11: Final Project and Course Wrap-Up

- Final project: brand development plan for a motor retail business
- Project presentations
- Peer review and instructor feedback
- Course recap and Q&A;
- Action planning for implementation

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 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 42,200.00	R 42,200.00
1	In-House	R 54,900.00	R 54,900.00
1	On-Campus (Pretoria)	R 63,400.00	R 63,400.00

UPCOMING SESSIONS

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

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 243352) 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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