



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 Operations Management for Profit

Business, Commerce and Management Studies / Generic Management

Unit Standard 243355 · NQF Level 6 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips motor retail managers with the skills to optimise business operations and drive profit performance. Participants will learn to analyse financial data, manage inventory, and implement process improvements to enhance dealership profitability.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243355
Accreditation	SAQA Accredited · NQF Level 6 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse financial statements and key performance indicators to identify profit improvement opportunities in motor retail operations.
- Implement inventory management strategies to optimise stock turnover and reduce carrying costs.
- Evaluate customer service processes to enhance satisfaction and increase repeat business.
- Design operational workflows that minimise waste and improve service delivery times.
- Demonstrate leadership techniques to motivate teams and foster a culture of continuous improvement.
- Apply cost control measures to reduce operational expenses without compromising quality.

WHO SHOULD ATTEND

- This course is designed for dealership managers, branch managers, and operations supervisors in the motor retail industry seeking to improve financial performance and operational efficiency.

COURSE OUTLINE

Day 1: Introduction to Motor Retail Operations and Profitability

- Overview of the motor retail industry in South Africa
- Core business functions: sales, service, parts, and administration
- Key performance indicators (KPIs) for profitability
- Regulatory compliance: consumer protection, labour laws, and SAQA standards
- Introduction to financial statements in motor retail

Day 2: Financial Management and Profit Analysis

- Reading income statements and balance sheets
- Gross profit analysis for new and used vehicles
- Cost of sales and inventory valuation
- Overhead cost management
- Budget preparation and variance analysis

Day 3: Sales Operations Management

- Sales process and pipeline management
- Pricing strategies and discount control
- Sales team motivation and commission structures
- Inventory management: stock levels and ageing stock
- CRM tools and lead management

Day 4: Service and Parts Department Management

- Workshop loading and technician utilisation
- Job costing and labour rate setting
- Parts inventory management and ordering systems
- Shrinkage prevention and stock counts
- Service retention strategies and customer feedback

Day 5: Marketing and Customer Experience

- Marketing mix for motor retail
- Digital marketing: SEO, PPC, and social media
- Customer journey mapping
- Net Promoter Score (NPS) and customer surveys
- Loyalty programmes and referral schemes

Day 6: Human Resources and Team Management

- Recruitment and selection in motor retail
- Training and skills development plans
- Performance appraisal systems
- Disciplinary procedures and grievance handling
- Employee motivation and retention strategies

Day 7: Risk Management and Compliance

- Risk assessment frameworks
- Internal controls for cash, stock, and assets
- Fraud detection and prevention
- Occupational Health and Safety (OHS) requirements

- Warranty and insurance claims management

Day 8: Strategic Planning and Business Improvement

- Strategic planning process
- SWOT analysis and competitive benchmarking
- Lean management and waste reduction
- Technology in motor retail: DMS, CRM, and analytics
- Change management and innovation

Day 9: Integration and Capstone Project

- Capstone project: profit improvement plan for a dealership
- Financial modelling and projections
- Presentation skills and stakeholder communication
- Review of key learning outcomes
- Assessment preparation and Q&A;

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 **12 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 36,600.00	R 36,600.00
1	In-House	R 47,600.00	R 47,600.00
1	On-Campus (Pretoria)	R 55,000.00	R 55,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	20 Aug 2026	On-Campus	Mauritius
11 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	27 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	28 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 243355) 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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