



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

Retail Motor Business Integration and Optimisation

Business, Commerce and Management Studies / Generic Management

Unit Standard 243473 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to integrate, coordinate, and optimise all business units within a retail motor business. It focuses on aligning operations across departments to enhance overall efficiency, profitability, and customer satisfaction. Participants will develop strategies for seamless inter-departmental collaboration and continuous improvement.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243473
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the interrelationships between business units in a retail motor environment to identify integration opportunities.
- Evaluate current operational processes and recommend optimisation strategies for improved efficiency.
- Design a coordinated workflow that aligns sales, service, parts, and administrative departments.
- Implement performance monitoring systems to track unit-level and cross-unit metrics.
- Demonstrate effective communication and conflict resolution techniques to foster inter-departmental collaboration.
- Apply continuous improvement methodologies to sustain integration and optimisation gains.

WHO SHOULD ATTEND

- Designed for managers, team leaders, and supervisors in the retail motor industry who are responsible for overseeing multiple business units or coordinating cross-functional processes.

COURSE OUTLINE

Day 1: Introduction to Retail Motor Business Integration

- Overview of the retail motor industry (dealerships, workshops, parts, fuel)
- Business integration: linking sales, service, parts, and administration
- Optimisation principles: efficiency, cost reduction, customer satisfaction
- Regulatory environment: SAQA, RMI, and industry standards
- Introduction to systems thinking in motor retail

Day 2: Operational Processes and Workflow Integration

- Sales process: from enquiry to delivery
- Service workflow: booking, repair, quality control
- Parts management: ordering, inventory, distribution
- Administration: invoicing, warranty, customer records
- Integration challenges: communication gaps, data silos
- Lean principles and process mapping

Day 3: Data Management and Information Systems

- Types of data: customer, vehicle, financial, inventory
- Dealer management systems (DMS) and their modules
- Customer relationship management (CRM) integration
- Key performance indicators (KPIs): sales conversion, workshop efficiency, parts turnover
- Data quality and governance
- Introduction to business intelligence tools

Day 4: Financial Integration and Cost Optimisation

- Revenue streams: vehicle sales, service labour, parts, F&I;
- Cost allocation: direct and indirect costs
- Integrated financial statements: P&L, balance sheet, cash flow
- Break-even analysis and margin optimisation
- Variance analysis and corrective actions
- Pricing strategies for parts and labour

Day 5: Customer Experience and Service Integration

- Customer lifecycle: awareness, purchase, ownership, repeat
- Omnichannel communication: phone, email, online, in-person
- Service retention strategies: reminders, follow-ups, loyalty programs
- Complaint handling and service recovery
- Net Promoter Score (NPS) and customer surveys
- Integrating after-sales support with sales

Day 6: Technology and Innovation in Optimisation

- Digital transformation: online sales, virtual showrooms
- Workshop technology: diagnostics, scheduling software
- Inventory management systems: RFID, automated reordering
- Artificial intelligence for demand forecasting and personalisation
- Internet of Things (IoT) in vehicle telematics
- Change management for technology implementation

Day 7: Strategic Integration, Implementation, and Review

- Strategic alignment: vision, mission, and objectives
- Project planning: scope, timeline, resources
- Risk management: operational, financial, technological
- Performance monitoring: dashboards and balanced scorecard
- Continuous improvement: PDCA cycle, Kaizen
- Case study presentations and peer review

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 **10 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 31,000.00	R 31,000.00
1	In-House	R 40,400.00	R 40,400.00
1	On-Campus (Pretoria)	R 46,500.00	R 46,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	17 Aug 2026	On-Campus	Mauritius
10 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	21 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Mauritius
14 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	25 Aug 2026	On-Campus	Pretoria, 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 243473) 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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