



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

Competitive Environment and Product Positioning

Business, Commerce and Management Studies / Marketing

Unit Standard 252211 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to analyse the competitive environment and position products effectively within the South African market. Participants will learn to apply strategic tools such as SWOT and Porter's Five Forces to assess competition, and develop positioning strategies that align with organisational goals. The course ensures a practical understanding of how competitive dynamics influence product success.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252211
Accreditation	SAQA Accredited · NQF Level 4 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the competitive environment using recognised models such as SWOT, PESTLE, and Porter's Five Forces.
- Evaluate the impact of competitive forces on product positioning and market share.
- Apply positioning strategies to differentiate products in a competitive market.
- Demonstrate an understanding of how competitive intelligence informs marketing decisions.
- Develop a product positioning statement based on market analysis and target customer needs.

WHO SHOULD ATTEND

- This course is designed for marketing professionals, product managers, business owners, and anyone involved in strategic decision-making who needs to understand competitive forces and product positioning within the South African context.

COURSE OUTLINE

Day 1: Foundations of the Competitive Environment

- Introduction to competitive environment: definition and importance.
- Market structures: perfect competition, monopoly, oligopoly, monopolistic competition.
- Macro-environmental analysis: PESTEL framework.
- Porter's Five Forces: threat of new entrants, bargaining power of buyers and suppliers, threat of substitutes, industry rivalry.
- Stakeholder analysis: competitors, customers, suppliers, regulators.
- Case study: Analysing a local industry using Five Forces.

Day 2: Product Positioning Strategies

- STP process: segmentation bases, target market selection, positioning.
- Perceptual mapping: creating and interpreting positioning maps.
- Positioning strategies: differentiation, cost leadership, focus, hybrid.
- Value proposition design: unique selling points (USPs).
- Brand positioning: brand personality, brand promise.
- Practical exercise: Develop a positioning map for a product category.
- Case study: Successful repositioning examples.

Day 3: Integrating Analysis and Strategy

- SWOT analysis: linking external factors (opportunities/threats) to internal capabilities (strengths/weaknesses).
- Crafting a positioning statement: target market, frame of reference, point of difference.
- Competitive advantage: sustainable vs. temporary advantages.
- Monitoring competition: benchmarking and competitive intelligence.
- Strategy implementation: aligning marketing mix with positioning.
- Group project: Develop a competitive positioning plan for a real or simulated company.
- Presentation 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 **6 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	05 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	05 Aug 2026	On-Campus	Johannesburg, South Africa
04 Aug 2026	06 Aug 2026	On-Campus	Pretoria, South Africa
04 Aug 2026	06 Aug 2026	On-Campus	Mauritius
05 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Mauritius

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 252211) 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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