



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

Competitor Strategy Research and Analysis

Services / Wholesale and Retail

Unit Standard 252239 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the skills to systematically research and analyse competitor strategies within a specific industry or market context. Participants will learn to identify key competitors, gather relevant data, and apply analytical frameworks to interpret competitive behaviour. The aim is to enable informed strategic decision-making that enhances organisational competitiveness.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	252239
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply appropriate research methodologies to gather data on competitor strategies.
- Analyse competitor strengths, weaknesses, opportunities, and threats using SWOT and other frameworks.
- Evaluate the impact of competitor actions on the organisation's market position.
- Design a competitor profile report that synthesises findings and recommends strategic responses.
- Implement ethical and legal guidelines in competitor research and analysis.
- Demonstrate the ability to present competitor analysis findings to stakeholders.

WHO SHOULD ATTEND

- This course is designed for managers, business analysts, marketing professionals, and entrepreneurs who need to conduct competitor analysis to support strategic planning and business growth.

COURSE OUTLINE

Day 1: Introduction to Competitor Strategy Research

- What is competitor strategy research?
- The competitive landscape: industry, market, and competitors.
- Types of competitors: direct, indirect, potential.
- Ethical boundaries and legal compliance.
- Overview of research methodologies.
- Linking competitor research to organisational strategy.

Day 2: Research Planning and Data Sources

- Structuring a competitor research plan.
- Secondary data sources: annual reports, press releases, industry reports.
- Primary data sources: customer feedback, supplier insights, trade shows.
- Online tools: social media, websites, databases.
- Data quality assessment.
- Planning for data triangulation.

Day 3: Competitor Identification and Profiling

- Techniques for identifying competitors.
- Building competitor profiles: products, services, customer base.
- SWOT analysis for competitors.
- Market share estimation methods.
- Competitor positioning maps.
- Analysing competitor marketing mix.

Day 4: Analysing Competitor Strategies

- Strategic frameworks: Porter's generic strategies.
- Pricing strategies and tactics.
- Distribution channel analysis.
- Promotional strategies: advertising, PR, digital marketing.
- Resource and capability assessment.
- Competitor innovation and R&D; focus.

Day 5: Financial and Performance Analysis

- Reading income statements, balance sheets, cash flow.
- Key financial ratios: ROE, gross margin, liquidity.
- Trend analysis and year-on-year comparisons.
- Benchmarking against industry averages.
- Identifying financial red flags.
- Linking financial data to strategy.

Day 6: Market and Customer Analysis

- Industry analysis: Porter's Five Forces.
- Macro-environment: PESTLE analysis.
- Customer segmentation and targeting by competitors.
- Customer satisfaction surveys and reviews.
- Social media sentiment analysis.

- Identifying unmet customer needs.

Day 7: Synthesising Findings and Strategic Insights

- Data synthesis techniques.
- Scenario planning: best-case, worst-case, most likely.
- Competitor reaction modelling.
- Structuring a competitive intelligence report.
- Visualising data: dashboards, charts, matrices.
- Communicating insights to stakeholders.

Day 8: Strategy Formulation and Counter-Strategies

- Strategy formulation: offensive vs. defensive moves.
- Counter-strategies: pre-emptive, reactive, collaborative.
- Resource allocation for competitive initiatives.
- Risk assessment and mitigation.
- Implementation planning: timelines, milestones, KPIs.
- Monitoring and adjusting strategies.

Day 9: Integration, Ethics, and Future Trends

- Embedding competitor intelligence in organisational culture.
- Ethics and compliance: SA law, intellectual property.
- Emerging technologies in competitor research.
- Building a competitive intelligence function.
- Case study: applying all concepts.
- Course wrap-up and assessment.

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	14 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	17 Aug 2026	On-Campus	Mauritius
06 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	21 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	21 Aug 2026	On-Campus	Mauritius
12 Aug 2026	24 Aug 2026	On-Campus	Cape Town, 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 252239) 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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