



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

Merchandise Selling Price Determination

Services / Wholesale and Retail

Unit Standard 252251 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to accurately determine selling prices for merchandise in a retail environment. Participants will learn to apply pricing strategies, calculate markups and margins, and consider market factors to ensure profitability while remaining competitive.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	252251
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply cost-based pricing methods to calculate selling prices
- Analyze market conditions and competitor pricing to inform pricing decisions
- Evaluate the impact of discounts, markdowns, and promotions on profitability
- Demonstrate the use of markup and margin calculations in pricing strategies
- Implement pricing policies that comply with relevant legislation and ethical standards

WHO SHOULD ATTEND

- This course is designed for retail managers, sales supervisors, and small business owners who are responsible for pricing merchandise in a commercial setting.

COURSE OUTLINE

Day 1: Introduction to Merchandise Pricing

- Overview of pricing concepts and terminology
- Factors affecting pricing decisions (demand, competition, costs)
- Cost price vs. selling price vs. profit margin
- Introduction to mark-up and margin calculations
- VAT basics and its impact on selling price
- Pricing objectives (profit maximization, market share, etc.)
- Ethical considerations in pricing

Day 2: Cost Analysis and Mark-up Strategies

- Components of cost price (purchase price, freight, insurance, etc.)
- Mark-up on cost vs. mark-up on selling price
- Calculating selling price using mark-up methods
- Discount structures (trade, bulk, settlement discounts)
- Impact of discounts on profit margins
- Pricing strategies for different product categories
- Break-even analysis

Day 3: Pricing Methods and Market Considerations

- Cost-plus pricing vs. value-based pricing
- Competition-based pricing strategies
- Mark-down pricing for clearance and seasonal items
- Psychological pricing (e.g., odd-even pricing, prestige pricing)
- Price lining and multiple pricing
- Pricing for different market segments
- Legal constraints (price fixing, predatory pricing)

Day 4: Price Adjustment and Promotional Pricing

- Promotional pricing strategies (loss leaders, BOGOF, coupons)
- Quantity discounts and tiered pricing
- Bundle pricing techniques
- Price elasticity of demand and its application
- Dynamic pricing and price skimming
- Pricing for online vs. brick-and-mortar stores
- Inventory management through pricing

Day 5: Integration and Practical Application

- Case study: Pricing a product line from cost to final selling price
- Developing a pricing policy document
- Using spreadsheets for pricing calculations
- Sensitivity analysis and scenario planning
- Review of unit standards and assessment preparation
- Group presentation of pricing strategies

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 **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 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 252251) 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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