



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Business Environment Analysis Techniques

Agriculture and Nature Conservation / Nature Conservation

Unit Standard 257176 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to systematically analyse a business environment, including internal and external factors, using recognised frameworks. Participants will learn to identify opportunities and threats, evaluate organisational capabilities, and make informed strategic decisions. The course is aligned with the SAQA unit standard 257176 and focuses on practical application in the South African business context.

Category	Agriculture and Nature Conservation
Subfield	Nature Conservation
Unit Standard	257176
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply appropriate tools and techniques to analyse the external business environment, including PESTLE and Porter's Five Forces.
- Analyse the internal environment using SWOT and value chain analysis to identify strengths and weaknesses.
- Evaluate the impact of political, economic, social, technological, legal, and environmental factors on business operations.
- Synthesise findings from internal and external analyses to formulate strategic recommendations.
- Demonstrate the ability to present a comprehensive business environment analysis report to stakeholders.
- Apply ethical considerations and corporate governance principles when conducting business analysis.

WHO SHOULD ATTEND

- This course is designed for managers, team leaders, business analysts, and entrepreneurs who need to assess and respond to dynamic business environments.
- It is also suitable for professionals seeking to enhance their strategic thinking and decision-making skills.

COURSE OUTLINE

Day 1: Foundations of Business Environment Analysis

- Introduction to business environment analysis.
- The micro-environment: internal resources, capabilities, and stakeholders.
- The market environment: customers, competitors, suppliers, and intermediaries.
- The macro-environment: PESTLE factors (Political, Economic, Social, Technological, Legal, Environmental).
- SWOT analysis: strengths, weaknesses, opportunities, threats.
- Case study: applying PESTLE and SWOT to a local business.

Day 2: Advanced Techniques and Strategic Application

- Porter's Five Forces: threat of new entrants, bargaining power of buyers/suppliers, threat of substitutes, industry rivalry.
- Competitor analysis: identifying key competitors, strategic group mapping.
- Scenario planning: constructing alternative futures.
- Integrating PESTLE, SWOT, and Five Forces for strategic insights.
- Practical exercise: conducting a full environmental scan for a case company.
- Presenting findings and recommendations.

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	05 Aug 2026	On-Campus	Dubai, UAE
04 Aug 2026	05 Aug 2026	On-Campus	Mauritius
04 Aug 2026	05 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	11 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 257176) 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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