



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

Factors Impacting Wholesale and Retail Profitability

Services / Wholesale and Retail

Unit Standard 258155 · NQF Level 3 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to identify and explain the key factors that influence profitability in wholesale and retail units. Participants will understand how internal and external elements such as cost control, pricing strategies, inventory management, and market trends affect the bottom line. The course enables learners to apply this understanding to improve financial performance and make informed business decisions.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	258155
Accreditation	SAQA Accredited · NQF Level 3 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and explain the internal factors that impact profitability in a wholesale and retail unit, including cost of goods sold, operating expenses, and inventory turnover.
- Analyze external factors such as market demand, competition, economic conditions, and regulatory changes affecting the bottom line.
- Evaluate the influence of pricing strategies, mark-up policies, and discount practices on gross and net profit margins.
- Apply techniques to control shrinkage, manage supplier relationships, and optimize stock levels to enhance profitability.
- Demonstrate the ability to interpret financial statements, including income statements and balance sheets, to assess profitability.
- Implement strategies to improve customer satisfaction and loyalty as a driver of sustainable profitability.

WHO SHOULD ATTEND

- This course is designed for wholesale and retail managers, supervisors, and aspiring entrepreneurs who seek to enhance their understanding of profitability drivers.
- It is also suitable for finance and operations staff involved in budgeting, cost analysis, or strategic planning within the wholesale and retail sector.

COURSE OUTLINE

Day 1: Introduction to Wholesale and Retail Profitability

- Overview of wholesale and retail sectors in South Africa.
- Profitability concepts: revenue, costs, and profit.
- Introduction to income statements, balance sheets, and cash flow.
- Gross profit margin, operating profit margin, and net profit margin.
- Factors influencing profitability: internal vs external.
- Case study: Profitability analysis of a local retailer.

Day 2: Revenue Drivers and Pricing Strategies

- Revenue drivers: sales volume, average transaction value, customer frequency.
- Pricing strategies: cost-plus, value-based, competitive, and dynamic pricing.
- Price elasticity of demand and its effect on revenue.
- Break-even analysis: fixed vs variable costs.
- Discounting and promotion strategies: impact on margins.
- Practical exercise: Calculate break-even point for a product line.

Day 3: Cost Management and Efficiency

- Cost classification in wholesale and retail.
- Cost control techniques: budgeting, variance analysis.
- Inventory management: carrying costs, ordering costs, and stockouts.
- Just-in-time (JIT) and economic order quantity (EOQ).
- Shrinkage and wastage: causes and reduction strategies.
- Activity: Analyse cost structure of a sample business.

Day 4: Sales and Marketing Effectiveness

- Key performance indicators: conversion rate, customer acquisition cost (CAC).
- Customer lifetime value (CLV) calculation and application.
- Marketing mix: product, price, place, promotion.
- Digital marketing metrics: click-through rates, cost per click.
- Omni-channel retailing and its profitability impact.
- Exercise: Calculate CLV and CAC for a given scenario.

Day 5: External Factors and Risk Management

- Macroeconomic indicators: GDP, inflation, interest rates.
- Exchange rate fluctuations and import/export costs.
- Competition analysis: Porter's Five Forces.
- Regulatory environment: labour laws, tax policies, B-BBEE.
- Supply chain disruptions and contingency planning.
- Case study: Impact of load shedding on retail profitability.

Day 6: Data-Driven Decision Making for Profitability

- Key profitability ratios: gross margin, net profit margin, return on assets.
- Trend analysis and benchmarking.
- Forecasting methods: moving averages, regression.
- Data sources: POS systems, ERP, market research.
- Visualising data for management reporting.

- Practical: Calculate and interpret ratios for a case study.

Day 7: Strategic Profit Improvement and Action Planning

- Profit improvement levers: revenue growth, cost reduction, asset efficiency.
- Balanced scorecard approach to profitability.
- Change management for implementing profit initiatives.
- Action planning: SMART goals, timelines, responsibilities.
- Presentation of group projects.
- Course review 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 **10 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Mauritius
11 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	25 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE

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 258155) 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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