



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

Developing and Implementing the Business Plan

Custom Courses / Leadership and Management

Unit Standard AATICD-0042 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the practical skills to develop a comprehensive business plan and implement it effectively within their organisation. Participants will learn to align business planning with strategic objectives, manage resources, and monitor performance to ensure successful execution.

Category	Custom Courses
Subfield	Leadership and Management
Unit Standard	AATICD-0042
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply strategic analysis tools (e.g., SWOT, PESTLE) to inform business plan development.
- Design a comprehensive business plan that includes vision, mission, goals, and financial projections.
- Implement the business plan by allocating resources and assigning responsibilities.
- Monitor and evaluate the implementation of the business plan using key performance indicators (KPIs).
- Analyze deviations from the plan and recommend corrective actions.
- Demonstrate effective communication of the business plan to stakeholders.

WHO SHOULD ATTEND

- This course is designed for entrepreneurs, business owners, managers, and aspiring leaders who are responsible for developing or implementing business plans in their organisations.

COURSE OUTLINE

Day 1: Foundations of Business Planning

- The role of a business plan in business success
- Components of a business plan
- Market research techniques
- Defining vision, mission, and SMART objectives
- Legal structures and compliance
- Introduction to financial terminology

Day 2: Market Analysis and Marketing Strategy

- Market research methods (surveys, interviews, secondary data)
- SWOT analysis
- Competitive positioning
- Target market segmentation
- The 4 Ps of marketing
- Digital marketing basics
- Pricing strategies

Day 3: Operational and Financial Planning

- Operational plan components
- Resource allocation and capacity planning
- Financial statements (income statement, balance sheet, cash flow)
- Break-even analysis
- Funding options (equity, debt, grants)
- Budgeting and financial controls

Day 4: Implementation and Management Strategies

- Action plans and Gantt charts
- Key performance indicators (KPIs)
- Risk management framework
- Leadership and team building
- Communication strategies for stakeholders
- Monitoring and evaluation methods

Day 5: Integration, Presentation, and Review

- Business plan structure and formatting
- Executive summary writing
- Pitch deck creation
- Presentation skills
- Feedback incorporation
- Business plan review cycles
- Next steps for implementation

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,700.00	R 17,700.00
1	In-House	R 23,100.00	R 23,100.00
1	On-Campus (Pretoria)	R 26,700.00	R 26,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK
07 Sep 2026	11 Sep 2026	On-Campus	Mauritius
07 Sep 2026	11 Sep 2026	On-Campus	Pretoria, South Africa
07 Sep 2026	11 Sep 2026	On-Campus	Abu Dhabi, UAE
07 Sep 2026	11 Sep 2026	On-Campus	Harare, Zimbabwe

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 AATICD-0042) 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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