



MATCH NEW VENTURE OPPORTUNITY TO MARKET NEEDS

Unit Standard: 119669



Course Information



Qualification Title	National Certificate: New Venture Creation (SMME)
Course Name	Match New Venture Opportunity To Market Needs
Course Level	2
Course Credits	6
Course Duration	Three days
Cost of Course	R 2 800,00 per delegate (excluding 15% VAT)

Course Overview

This course will add value to entrepreneurs who are seeking to develop their entrepreneurial skills so that they can become more marketable for bigger contracts, including commercial and public sector contracts. The course will also assist learners to identify and describe what marketing is concerning new venture opportunities.

National Certificate: New Venture Creation (SMME)

Who Should Attend?	Learners who want to complete the full qualification, or work within an SMME (Small, Medium, Micro Enterprise) environment, specialising in New Venture business Ownership and Management. Or learners who want to start their own business
Course Objectives	- Identifying and describing what marketing is concerning new venture opportunities. - Conducting market research. - Identifying market segments concerning own venture opportunity. - Incorporating market research into a marketing plan. - Exploring product/service life cycle.
Benefits	Benefits of this course include: - Identify and solve problems using critical and creative thinking processes to conduct market research, compile marketing plans and explore the product/service life cycle of a potential new venture. - Work effectively with others as a member of a team, group, organisation or community to identify and compile a marketing plan based on community/industrial needs. - Organise and manage oneself and one's activities responsibly and effectively to gather data, compile and develop a marketing plan. - Collect, analyse, organise and critically evaluate marketing information to put a sound marketing plan together. - Communicate effectively using visual, mathematical and/or language in the modes of oral and/or written persuasion to compile a marketing plan. - Use science and technology effectively and critically, showing responsibility to the environment and health of others in ensuring all marketing and product/service life cycle data is effectively incorporated into a marketing plan. - Demonstrate an understanding of the world as a set of interrelated systems by recognising that marketing problem-solving contexts do not exist in isolation. - Participating as responsible citizens in the life of local, national and global communities by analysing all aspects of market segments concerning their new venture opportunity.

Course Content

Course Modules	Course modules consist of: 1. Identify and describe what marketing is concerning new venture opportunities. 2. Conduct market research. 3. Identify market segments concerning your new venture opportunity. 4. Incorporate market research into a marketing plan. 5. Explore product/service life cycle.
Certification and Assessments	All delegates who complete the summative assessment will be assessed, moderated, and receive a SOR (Statement of Results). Thereafter a Certificate of Competence from WWiSE (or SETA for qualifications) will be issued.

About WWiSE

Who are we?

World Wide Industrial & Systems Engineers (WWiSE) is an ISO consultancy, training, business solutions, and systems implementation firm based in Southern Africa that provides clients with effective business processes management solutions in preparation for ISO compliance. The solutions we provide and implement allow our clients to compete favourably in modern competitive business environments, both locally and internationally. We also strive to be the leading training providers in SHERQ, ISO, Engineering, Finance, Business, and Project Management.

What do we do?

Our services are aimed at the improvement of quality, efficiency, knowledge, and competitiveness of client companies. This service range includes:

- ISO and SHERQ Systems implementation services, whereby we assist clients in meeting the requirements of (but not limited to) ISO 9001, 14001, 22000, 31000, 27001, 20000-1, 50001, and ISO 45001 Standards.
- Integrated Management Systems development whereby we integrate several business systems and management solutions into a single management system to comply with standards.
- Training of all employees (Shop Floor to Executive Management) in the fields of SHERQ, Engineering, Finance, Business, and Project Management to meet job responsibilities and expertise requirements of International Standards.
- ISO and Legal Auditing which includes Gap Analysis Audits, Product, Process, Procedural, and Systems auditing by our registered SAATCA Auditors.
- Customised web-based solutions integrating current systems to be in line with ISO requirements.

We are a Level 1 BBBEE Contributor that specialises in systems development, consultancy, training, and auditing.