

# INSTITUT KEUSAHAWANAN NEGARA BERHAD

## REQUEST FOR PROPOSAL FORMAT

### FOR BUSINESS ADVISORY PROPOSAL

#### **PART A : COMPANY PROFILE (20%)**

Company/Business Name	:	Info Minda Sdn Bhd
Registration No	:	IM – 075631 – D
Year Incorporated	:	2013
Address & Phone No	:	Info Minda Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 – 8314 6666 No Fax: 03 – 8314 7777
Shareholder(s)/ Partner(s) & Highest Academic Qualifications & Working Experience	:	a) Encik Abu Bin Ali MSc in Supply Chain Management (USM), 1984, Director of Operation TNB  b) Puan Fatimah Ahmad Advanced Diploma in Business Studies (Majoring in International Business) (ITM Shah Alam), 1990, Senior Manager (10 years of experienced in customer relationship & corporate serProduct Development, Supply Chain, Operations Management)
Team members line up & Specialisation, Highest Academic Qualifications & Working Experience	:	a) Encik Abu Bin Mokhtar MBA (UTM), Senior Consultants, SIRIM Berhad (12 years of experienced in Product Development, Supply Chain, Operations Management)

		b) Encik Azman Bin Johan BBA Marketing (University of Adelaide), Senior Sales Manager (15 years of experienced in Business Development, Sales and Client Engagement Management)
Last year turnover (2017)	:	RM3,456,531.40
Full Employee(s)	:	15
Experience in industry	:	21 years
Experience in training	:	5 years
Track Record	:	<p><b>Business to Consumer (B2C)</b> Trained 3,000 participants throughout the country on various topics such as supply chain, operations management, enterprise resource planning etc.</p> <p><b>Business to Business (B2B)</b></p> <ul style="list-style-type: none"> <li>a) Petronas</li> <li>b) Sime Darby Motor</li> <li>c) UMW Toyota</li> <li>d) Suruhanjaya Koperasi Malaysia (SKM)</li> <li>e) Kementerian Kemajuan Luar Bandar &amp; Wilayah (KKLW)</li> <li>f) Dewan Perniagaan Melayu Malaysia (DPMM)</li> </ul>

## **PART B: PROGRAMME SPESIFICATIONS, TENTATIVE & INSTRUCTIONAL GUIDE (60%)**

### **i. Programme Specifications - Coaching**

Programme	:	INSKEN BUSINESS COACHING (SPA)
Code	:	BA_SV02
Mode	:	Coaching

<b>Tenure</b>	:	Within 4 months
<b>Objective</b>	:	1. To guide the entrepreneurs on how to develop SPA's SOP 2. Application of the said knowledge
<b>Target Participant</b>	:	Based on INSKEN's requirements
<b>Content</b>	:	Proposed area of coaching that you think important to scale-up business: 1. xx 2. xx
<b>Submission by &amp; Address</b>		Info Minda Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 – 8314 6666 No Fax: 03 – 8314 7777 Contact name : Pn Azizah binti Abu (012 – 345 6789)
<b>Coach, Highest Academic &amp; social media accounts (Linkedin, FB, Twitter &amp; Instagram)</b>	:	Encik Abu Bin Ali MSc in Supply Chain Management (USM) Linkedin : Abu Ali Facebook : Info Minda Twitter : Info Minda Instagram : Info Minda
<b>Make your pitch (Not more than 30 words &amp; avoid generic pitches)</b>		We have 15 years experiences managing SPA. xxx

## ii. Programme Specifications – Industry Specific Workshop

<b>Activity</b>	:	Industry Specific Workshop (SPA)
<b>Code</b>	:	BA_SV02
<b>Mode</b>	:	Sharing Session (Business Talk)
<b>Tenure</b>	:	2 Days

<b>Objective</b>	:	<ol style="list-style-type: none"> <li>1. To equip the entrepreneurs with relevant knowledge, current trends, issues and challenges in the industry</li> <li>2. Application of the said knowledge</li> </ol>
<b>Content</b>	:	<p>Please state the proposed topics/module related:</p> <ol style="list-style-type: none"> <li>1. The landscape of SPA industry around the world</li> <li>2. xx</li> <li>3. xx</li> </ol>

### Programme Tentative

<b>Time</b>	<b>Day 1</b>	<b>Day 2</b>
08.00 – 09.00 am	Slot 1 : Registration, Ice Breaking & Introduction of the Programme	Slot 7 : Proposed Topic
09.00 – 10.00 am	Slot 2 : The Landscape of SPA industry Around the World	Slot 8 : Proposed Topic
10.00 – 10.30 am	Morning Tea Break	
10.30 – 1.00 pm	Slot 3 : Proposed Topic	Slot 9 : Proposed Topic
1.00 – 2.15 pm	Lunch Break	
2.15 – 3.30 pm	Slot 4 : Proposed Topic	Slot 10 : Proposed Topic

3.30 – 04.00 pm	<b>Afternoon Tea Break</b>	
04.00 – 06.00 pm	Slot 5 : Proposed Topic	Slot 11 : Summary, Wrap Up & Conclusion
06.00 – 08.00 pm	Dinner Break	End of the Session
08.00 – 10.30 pm	Slot 6 : Group Coaching	

SAMPLE

iii) Instructional Guide

Slot	Time	Duration	Title	Learning Outcome	Activity	Material
1	8.30 – 9.00 am	30 min	Slot 1 : Registration, Ice Breaking & Introduction of the Programme	N/A	<ul style="list-style-type: none"> <li>• Video show</li> <li>• Ice Breaking Game</li> <li>• Briefing</li> </ul>	<ul style="list-style-type: none"> <li>• Video</li> <li>• INSKEN slides</li> <li>• Others</li> </ul>
2	9.00 – 10.00 am	60 min	Slot 2 : The Landscape of SPA industry Around the World	Understand the current scenario of SPA industry	<ul style="list-style-type: none"> <li>• Pre Test</li> <li>• Video show</li> <li>• Q&amp; A</li> </ul>	<ul style="list-style-type: none"> <li>• Workbook</li> </ul>
	10.00 – 10.15 am	15 min	AM TEA BREAK			
3	10.15 – 1.00 pm	195 min	Slot 3 : Proposed Topic	xx	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case Study</li> <li>• Exercise</li> </ul>	<ul style="list-style-type: none"> <li>• Workbook</li> </ul>
	1.00 – 2.15 pm	75 min	LUNCH			
4	2.15 – 3.30 pm	75 min	Slot 4 : Proposed Topic	xx	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Exercise</li> </ul>	<ul style="list-style-type: none"> <li>• Workbook</li> </ul>
	3.30 – 3.45 pm	15 min	PM TEA BREAK			
5	3.45 – 6.00 pm	135 min	Slot 5 : Proposed Topic	xx	<ul style="list-style-type: none"> <li>• Dialogue</li> </ul>	
	6.00 – 8.00 pm	120 min	DINNER			
6	8.00 – 10.30 pm	150 min	Slot 6 : Group Coaching	Q&A on matters pertaining respective	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case Study</li> <li>• Exercise</li> </ul>	<ul style="list-style-type: none"> <li>• Workbook</li> </ul>

				participants business operations		
7	8.30 – 9.00 am	30 min	Slot 7 : Proposed Topic	xx	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case Study</li> <li>• Exercise</li> </ul>	• Workbook
8	9.00 – 10.00 am	60 min	Slot 8 : Proposed Topic	xx	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case Study</li> <li>• Exercise</li> </ul>	• Workbook
	10.00 – 10.15 am	15 min	AM TEA BREAK			
9	10.30 – 1.00 pm	180 min	Slot 9 : Proposed Topic	xx	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case Study</li> <li>• Exercise</li> </ul>	• Workbook
	1.00 – 2.15 pm	75 min	LUNCH			
10	2.15 – 3.30 pm	75 min	Slot 10 : Proposed Topic	xx	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case Study</li> <li>• Exercise</li> </ul>	• Workbook
	3.30 – 3.45 pm	15 min	PM TEA BREAK			
11	3.45 – 5.30 pm	135 min	Slot 11 : Summary, Wrap Up & Conclusion	N/A	<ul style="list-style-type: none"> <li>• Post Test</li> <li>• Evaluation Form</li> </ul>	
	6.00 – 8.00 pm	120 min	End of the Session	N/A		

**PART C : PROPOSED COSTING (20%)**

No	Item	Cost Per Unit (RM)	Unit	Total Cost (RM)
<b>Delivery for 30 pax, Coaching and Industry Specific Workshop</b>				
1	Coaching Fee – (30 pax, 4 times)	5,000	4	20,000
2	Travelling & Accommodation – (Coaching to meet all participants at their venue, please estimate travelling in peninsular Malaysia and coaching trip is suggested by region travel)	3,000	4	12,000
3	Delivery – Industry Specific Workshop (2 days), including Module Development	3,000	1	3,000
4	Stationeries, workbooks and equipment	1,500	1	1,500
5	Misc.			500
		<b>Total</b>		<b>37,000</b>

Note: The costing is subject to further negotiation