

1. Background

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of TERAJU with the main purpose to lead and coordinate existing entrepreneurship development programmes and introduce latest programmes to achieve the national entrepreneurship development aspirations. This will be accomplished through collaboration and networking with other agencies in the ecosystem and benchmarked against international standards.

INSKEN's envisions to become the Leading Agency for National Entrepreneurship Development and National Entrepreneurship Resource Centre". As a leading agency, INSKEN strives to provide excellent and impactful quality training and advisory programmes, to meet the needs and demands of SME's entrepreneurs to grow their business capabilities and long-term sustainability.

INSKEN plans to do so by facilitating in linking public and private organisations in creating a more cohesive demand-driven entrepreneurs development ecosystem. Therefore all programmes developed under INSKEN are to be applicable and with relevant real-life experience derived from industry experts.

2. Scope of Work

INSKEN is soliciting proposals from qualified service provider(s) with sound experience as a Marketing/PR Agency for our Global Marketing Summit 2018.

The areas of expertise and work must cover the following:

- a) 8 weeks social media and PR campaigns planning, execution and monitoring with set target
- b) Content designs and updates for LED screen display
- c) Radio Promotion (Sinar FM, BFM etc)
- d) Press Release/ Press Invite for Soft Launch
- e) Speech Writing/Copywriting (Malay and English)

3. Qualified Service Providers

The applicants must be able to deliver the scopes of works as append above with credible and sound experience with **sufficient industry and/or professional experience** in marketing (offline and online) and public relation work and strategies.

4. Copyright of Products and/or Deliverables

Applicants shall acknowledge and agree that any products and/or deliverables created for the purpose of RFP shall be considered as a “work made for hire” and all rights to the said products and/or deliverables shall belong exclusively to INSKEN.

The applicants shall be prohibited from disseminating products and/or deliverable developed and funded under this programme to other parties without prior written consent of INSKEN.

5. Timeline

The RFP process will be conducted as per the schedule below:

No	Activity	Date (2018)
		TED
1	Issuance of RFP document	14 th August
2	Deadline to register for RFP briefing	20 th August
3	Briefing on RFP document	24 th August
4	Deadline for submission of proposal(s)	31 st August
5	Selection of Service Provider(s)	3 rd September
6	Proposal Pitching	
7	Appointment of Service Provider(s)	13 th September
8	Professional work commences	

Should the applicant/s did not receive any response from INSKEN within three (3) months from the submission date, the application is considered to be unsuccessful.

6. Content of the Proposals

All proposals must include the following information:

Part A	Company profile & credentials, and content developers, trainers & coaches profile (whichever applies). (Please limit maximum 2 pages)
Part B	Detailed breakdown by components covering all components in the scopes of work. (Please limit maximum 4 pages)
Part C	Costing breakdown by components covering all components in the scopes of work. (Please limit maximum 1 page per workshop)

Total Maximum page for RFP : 7 pages ONLY

Note : Applicants are requested to refer to “Sample of Proposal” to be submitted to INSKEN.

The “Sample of Proposal” can be downloaded at the following link, www.insken.gov.my/rfp sample of proposal.

7. Review and Selection

The selection panel will review the proposals based on the following criteria:

No	Criteria	Percentage
1	Organisational information Experience of the organisations, and consultants in organising and managing a professional conference.	20%
2	Scopes of work components information Detailed information on the components of the scopes of work with an outcome-based KPI	60%
3	Budget Detailed cost information to support the proposed programmes	20%
TOTAL		100%

Only shortlisted applicants will be contacted and may be required to present their proposals to the selection panel.

8. Administrative matters

Please submit your proposal via online submission by using the provided template and email to rfp@insken.gov.my with header as follows :

- RFP2018/TED/GMS2018_MPRA

Deadline for submission of proposal(s) is on **31st August 2018 @ 5.00 pm.**

INSKEN reserves the right to accept or reject any or all proposals received, to negotiate with any qualified proposer, or to cancel in part or in its entirety this RFP process if it is in its best interest to do so without giving any reason whatsoever. This RFP does not commit INSKEN to award funding or pay any cost incurred in the preparation of the proposals.

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