

1. Background

Institut Keusahawanan Negara Berhad (INSKEN) is an entity 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 entrepreneurship development ecosystem. Therefore all programmes developed by INSKEN are to be applicable and relevant real-life experience derived from industry experts.

2. Scope of Work – INSKEN Business Coaching Programme

INSKEN is soliciting proposals from qualified industry practitioner(s) to deliver **industry specific workshops and coaching sessions** for entrepreneurs of micro, small and medium businesses, with the objective to develop viable and sustainable businesses.

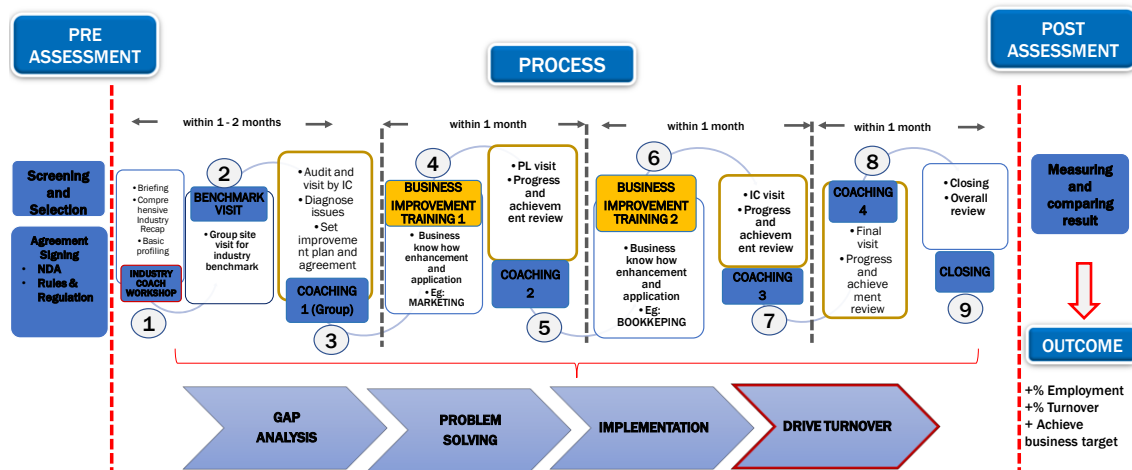
Summary of INSKEN Business Coaching Programme as follows:

<p>OBJECTIVE</p>	<ul style="list-style-type: none"> • To guide entrepreneurs to scale up their business through coaching by the industry player (as a coach) in order for them to achieve their business goals and promoting growth. • To ensure entrepreneurs learn and apply business technical know-how in their business for sustainable. • To equip the entrepreneurs with relevant knowledge and understanding on the current trends, issues and challenges in order for them to be sustainable in the industry.
<p>OUTCOME</p>	<p>ENTREPRENEURS KPI: At the end of this programme, entrepreneurs need to achieve certain KPI (depending on their business target), minimum 3 KPI Eg:</p> <ul style="list-style-type: none"> • Increase minimum of 10% turnover (monthly). • Improve business gaps (subject to industry requirements). • Offer employment opportunity. • Completed coaching activities in the programme.

	<p><u>INDUSTRY COACH RESPONSIBILITY:</u></p> <ul style="list-style-type: none"> • To ensure 60% of entrepreneurs (participants) will be able increase minimum 10% turnover. • To ensure 60% of entrepreneurs (participants) will be able achieve target/ KPI's and full commitment in this programme. • Completion of Industry Workshop and Coaching Sessions according to the schedule. • To submit report (progress) on time via INSKEN Mobile Apps (INSKEN IPRO).
PARTICIPANTS	<ul style="list-style-type: none"> • Entrepreneurs who are already have a registered business. • Entrepreneurs who are active in business operations (min 3 years) and have proper sales records. • Entrepreneurs who are committed to participate in all activities in the programme. • Require business improvement and expansion not only limited to financing. • Others criteria subject to INSKEN's guidelines.
NUMBER OF PARTICIPANTS	Maximum 30 entrepreneurs for one IBC (same industry)
DURATION	Min 4 months /Max 6 months
PROGRAMME COMPONENTS	<ol style="list-style-type: none"> 1. Module 1 : Industry Coach Workshop 2. Module 2 : Benchmark Visit 3. Module 3 : 2 Trainings (Business Technical Know-How) 4. Module 4 : Coaching Sessions

<p>INDUSTRY COACH CRITERIA</p>	<ul style="list-style-type: none"> • Managing own business • Industry-related experience – 5 to 10 years above and currently active in the business. • Good business track record (maintain revenue and profit minimum of 3 years, including current year). • Willing to develop the entrepreneurs and entrepreneurship ecosystem. • Discipline, high commitment and good team work. • Free from any legal actions. • Good networking with related ministries, agencies or relevant entrepreneurship agencies will be value added. • Recognition or award (business achievement) from related ministries/bodies will be value added.
<p>NOTES</p>	<p>INSKEN have the rights to change (if any) the programme content in order to ensure the successful of the programme.</p>

The Framework – INSKEN BUSINESS COACHING



The industries will be focusing on the following:

Code	Industry
FOOD AND BEVERAGES	
FB01	Food Truck
FB02	Bakery
FB03	Café & Restaurant
RETAIL AND WHOLESALE	
RW01	Access to Retail Market
RW02	Access to Retail Market (Export)
RW03	Access to Retail (Convenience Store)
RW04	Online Retail
TOURISM	
TR01	Ecotourism
TR02	Homestay
TR02	Travel & Tours
TECHNOLOGY IN BUSINESS	
TC01	Animation
TC02	Artificial Intelligence
TC03	Software Developer

SERVICES	
SV01	Barber Shop
SV02	Beauty/ SPA
SV03	Car Workshop
SV04	Home Manager / Daily Maid
SV05	Childcare (Homebased / Taska)
SV06	Kindergarten
SV07	Laundry
SV08	Motorcycle Workshop
SV09	Pharmacy
SV10	Postnatal Care
SV11	Printing, Supplies and Services
SV12	Animals Care / Pet Shop
SV13	Wedding Planner

For the purposes of this RFP, “**coaching**” is defined as ‘a process through which entrepreneurs are helped to measurably improve their business performance and personal capability in scaling up the business’.

Industry practitioner (s) may propose:

- i) To deliver coaching sessions for the entrepreneurs
- ii) To conduct Specific Industry Workshop

COACHING REQUIREMENT	<ul style="list-style-type: none"> • Industry coach need to deliver 4 coaching sessions for 30 entrepreneurs (1 entrepreneur = 4 coaching sessions) within 4 months. • Coaching areas are based on the entrepreneur’s gap analysis (operations, marketing, administration, finance and others). • Coaching must be actionable and problem-solving approach.
INDUSTRY COACH WORKSHOP REQUIREMENT	<ul style="list-style-type: none"> • Industry coach need to deliver 2 days workshop covering specific module which is relevant (eg): <ul style="list-style-type: none"> ✓ Current Scenario of the Industry ✓ Key Success Factors ✓ Challenges and How to Overcome ✓ Other topics that relevant

3. Copyright of Products and/or Deliverables

Industry practitioner(s) shall acknowledge and agree that any products and/or deliverables created for the purpose of this 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. Industry practitioner(s) shall be prohibited from disseminating products and/or deliverables developed and funded under this programme to other parties without prior written consent from INSKEN.

4. Timeline

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

No	Activity	Date
1	Issuance of RFP document	14 th August 2018
2	Deadline to register for RFP briefing	31 st August 2018
3	Briefing on RFP document	04 th Sept 2018
4	Deadline for submission of proposal (s)	05 th Oct 2018
5	Selection of Service Providers (s)	08 th Oct 2018
6	Proposal Pitching	15 th Oct 2018
7	Appointment of Service Providers (s)	22 nd Oct 2018
8	Professional work commences	07 th Jan 2019

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

5. Content of the Proposals

All proposals must include the following information:

Part A	Company profile & credentials, and content developers, industry player (s) & coaches' profile including team's profile. (Please limit maximum 2 pages)
Part B	i. Coaching Sessions – Proposed coaching approach ii. Industry Specific Workshop – Proposed relevant modules (Please limit maximum 4 pages)
Part C	Costing breakdown by components covering coaching fees, workshop, programme evaluation. (Please limit maximum 1 page per workshop)

Total Maximum page for RFP: 7 pages ONLY

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

- RFP2018/BA/Food&Beverages
- RFP2018/BA/Retail&Wholesale
- RFP2018/BA/Tourism
- RFP2018/BA/Services
- RFP2018/BA/TechInBusiness

6. Review and Selection

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

No	Criteria	Percentage
1	Organisational information Experience of the industry player (s), and company profile - turnover company, manpower and it success stories (testimony)	20%
2	Programme Content: Industry Workshop and Coaching Sessions Detailed information on modules for Industry Workshop (2 days) and coaching approaches/ methodologies, implementation plans and outcome-based KPI	60%
3	Budget Detailed cost information to support the proposed programmes (All matters pertaining to the logistic such as accommodations for trainer & assistant (twin sharing), flight ticket/ transportation, will be borne by INSKEN)	20%
TOTAL		100%

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

7. Administrative matters

Industry players interested in participating in the Request for proposal (RFP) process **must attend a briefing session on 04th September 2018** in Kuala Lumpur/Putrajaya/Cyberjaya. Depending on the numbers of interested training providers, we may organise briefing sessions in Kuching and Kota Kinabalu.

In order to register and receive the invitation to the briefing session, please email rfp@insken.gov.my before 5.00 pm, **31st August 2018**.

INSKEN will not entertain inquiries via email or phone calls. All questions will be answered during the briefing sessions only.

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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