

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 entrepreneurs development ecosystem. Therefore all programmes developed under INSKEN are to be applicable and with relevant real-life experience derived from industry experts.

- The remainder of this page is intentionally left blank -

2. Scope of Work

INSKEN is soliciting proposals from qualified service provider(s) to develop and conduct training workshops for entrepreneurs of micro, small and medium businesses, with the objective of developing viable and sustainable businesses. It will be focusing on **Business Administration, Governance & Compliance, Financial Management, Sales & Marketing, Operations Management and Industry Based Training** on the following subject matters:

Code	Course Title
ADMINISTRATION, GOVERNANCE & COMPLIANCE	
AG001	Human Resources for Small Business
AG002	Corporate Presentation
AG003	Business Contracts & Debts Collection for Small Business
AG004	Advanced Business Model Canvas
AG005	Advanced / Action Business Plan
FINANCIAL & MANAGEMENT ACCOUNTING	
FM001	Cash Flow Management for Small Business
FM002	Bookkeeping for Small Business
FM003	Product/ Service Business Margin
FM004	Product Costing & Pricing Strategies for Small Business

- The remainder of this page is intentionally left blank -

SALES & MARKETING	
SM001	Market Research for Small Business
SM002	Product / Service Validation for Small Business
SM003	Business Development through Branding and Rebranding
SM004	Branding, Logo & Trademark Registration for Small Business
SM005	Outbound & Inbound Marketing for Small Business
SM006	Sales Negotiation
SM007	Market Expansion through Distribution Channel : Agent/Stockist/Dropship
SM008	Market Expansion through Licensing
SM009	Market Expansion through Franchise
SM010	Market Expansion through Export Market
SM011	Social Media Marketing : Facebook Ads
SM012	Social Media Marketing : Instagram
SM013	Social Media Marketing : YouTube
SM014	Social Media Marketing : Google AdWords
SM015	Website Development for Small Business
SM016	Integrated Digital Marketing
SM017	Copywriting for Social Media Marketing
SM018	Product Sampling for Access to Retail
SM019	Merchandising for Small Business
SM020	Business Pitching for Financial Assistance
SM021	Photography for Social Media Marketing Content
SM022	Customer Relationship Management (CRM)
OPERATIONS MANAGEMENT	
OM001	Standard Operating Procedure (SOPs) for Small Business
OM002	Supply Chain Management for Small Business
OM003	Inventory Management for Small Business
OM004	Warehouse Management for Small Business

INDUSTRY BASED TRAINING	
IB001	Product Development for Access to Retail
IB002	Merchandising for Access to Retail
IB003	Business Documents & Contracts for Export Market
IB004	Certification and compliance : Halal, MESTI and GMP in F&B Industry
IB005	Menu Engineering for F&B Business
IB006	SOP for Post Natal Care
IB007	SOP for Homebased Child Care
IB008	SOP for Car Workshop
IB009	SOP for Home Manager/ Daily Maid
IB010	SOP for Pharmacy
IB011	Central Kitchen Management for F&B Business
IB012	Inventory Management for Convenience Store

For the purpose of this RFP, “training” is defined as ‘organised activities aimed at imparting instruction and/or information to improve trainees’ performance and to help them attain a required level of knowledge or skill **for direct applications**.

The modules for the above training programmes shall aimed at providing a **hands-on and activity** based with comprised of technical-business know how focusing on highly viable and sustainable model.

Training providers may propose additional relevant programmes within the four (4) segments mentioned above. Duration of the programmes is between (2) to three (3) days. The workshops must be **actionable and problem-solving** with relevant real-life experience derived from practitioners and **clear measurable outcomes**.

- The remainder of this page is intentionally left blank -

3. Qualified Service Providers

Experienced industry players and professionals, trade associations, NGOs or cooperatives with proven track record in entrepreneurship training and business coaching/ advisor. The trainers proposed to conduct the workshops are required to **have sufficient industry and/ or professional experience** and are required to be available to do follow-up consultations as and when needed. (criteria minimum 3 years' experience in relevant industry and/or possessed acceptable academic background).

4. Copyright of Products and/or Deliverables

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

- The remainder of this page is intentionally left blank -

6. 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 & 14 th September 2018
4	Deadline for submission of proposal(s)	14 th October 2018
5	RFP Presentation	15 th October 2018 (from)
6	Selection of Service Provider(s)	22 nd October 2018 (from)
7	Appointment of Service Provider(s)	
8	Training work commences	07 th Jan 2019

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

- The remainder of this page is intentionally left blank -

7. Content of the Proposals

All proposals must include the following information:

Part A	Company profile & credentials, and content developers, trainers & coaches profile. (Please limit maximum 2 pages)
Part B	Detailed modules and program specifications including learning objectives, modules and instructional guide. (Please limit maximum 4 pages)
Part C	Costing breakdown by components covering training delivery, programme evaluation and management. (Please limit maximum 1 page per workshop)

Total Maximum page for RFP : 7 pages ONLY

Note : Training providers 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 header as follow :

RE : RFP2019/ET/TITLE

- The remainder of this page is intentionally left blank -

8. 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 development of entrepreneurship training and coaching programmes, 2017 turnover company, manpower and it success stories (testimony)	20%
2	Training and coaching programmes information Detailed information on training and coaching approaches and 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.

- The remainder of this page is intentionally left blank -

9. Administrative matters

Training providers interested in participating in the Request for proposal (RFP) process must attend a briefing session either on **04th or 14th 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, 11th September 2018** (limited to one person per company per session).

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.

END OF DOCUMENT