

1. BACKGROUND

Institut Keusahawanan Negara Berhad (INSKEN) is an entity under the purview of Ministry of Entrepreneurs Development (MED).

INSKEN envisions to be the Leading Agency for National Entrepreneurship Development and Resource Centre, aiming to develop highly knowledgeable, resilient and capable entrepreneurs to compete in the global arena.

To achieve this, INSKEN is committed to achieve the following missions:

INSKEN's Missions:

- i. Establish a National Entrepreneurship Ecosystem in creating sustainable, competent and competitive entrepreneurs*
- ii. Spark innovation in entrepreneurship areas through agencies collaborations*
- iii. Ensure high impact return towards national economy and/or to the well-being of the community*
- iv. To ensure the entrepreneurs are equipped with technology based knowledge to compete in the global arena*

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2. SCOPE OF WORK

INSKEN is soliciting proposals from qualified vendor(s) to re-design and re-develop website for INSKEN.

Below are the expected outcomes:

i. To change from article-based website to a hybrid website, comprises of all integral components of the new website as follow:

- a. *Corporate information*
- b. *Programme description and content*
- c. *Programme schedule*
- d. *Articles*
- e. *Press releases*
- f. *Morning updates by Entrepreneurship Resource Centre (ERC)*
~ refer to Attachment 01: Morning Updates

ii. Responsive web design and layout

a. *The vendor need to find a balance between all components in the new website. Preferably, All components need to be featured clearly on the homepage.*

> Refer to : <https://new.digi.com.my/home>

- b. *UI / UX design and development*
- c. *Corporate-look, modern & unique yet simple & minimalist*
- d. *Animated graphic and banner*
- e. *Mobile-friendly: Responsive and interactive mobile view*

> *Not too static and vertical*

> *For a good reference, please visit <https://mymagic.my/>*

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iii. Search Engine Optimization

a. *Keyword research and optimization*

› Refer to : <https://dynamapper.com/blog/21-sitemaps-and-seo/452-top-25-seo-tips-for-ecommerce-websites>

b. *Backlink*

c. *OpenGraph population*

d. *Site-map updating / creation*

iv. Social media intergration and buttons

a. *Display latest posts*

b. *Facebook Messenger bot*

v. Integration with other portal / external application

a. *Event registration system*

b. *Event management system*

c. *KPI monitoring system*

vi. Popup notification

vii. Analytics

viii. SSL (minimum OV) certificate & installation

ix. Yearly support and maintenance

x. Domain and hosting

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3. QUALIFIED VENDORS

Vendors with the following criteria are welcome to participate in this RFP exercise:

- i. Company is registered with Suruhanjaya Syarikat Malaysia (SSM)
- ii. 3 years experience in website development (minimum)
- iii. Able to deliver the scope of works with credible and sound experience

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4. COPYRIGHT OF PRODUCTS AND / OR DELIVERABLES

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

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5. CONTENT OF THE PROPOSAL

The proposals must include the following information:

| | |
|---------------|---|
| PART A | Company profile & credentials: > Please download and use this template: Company Profile |
| PART B | Proposal breakdown: > Proposed designs / layouts > Project timeline > Additional features |
| PART C | Quotation & costing breakdown |

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6. REVIEW AND SELECTION

Shortlisted vendor/s will be contacted and may be required to present their proposal to the selection committee.

The selection committee will review the proposal based on the following criteria:

- | | | |
|--------------------|---|--------------------|
| 1. Company profile | : | 20% |
| 2. Proposal | : | 60% |
| 3. Budget | : | 20% |
| TOTAL | : | <u>100%</u> |

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

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7. TIMELINE

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

| NO | ACTIVITY | DATE |
|----|--|--------------------------------------|
| 1 | Issuance of RFP document | 2 nd November 2018 |
| 2 | Deadline to register for RFP briefing | 9 th November 2018 |
| 3 | Briefing on RFP document | 13 th November 2018 |
| 4 | Deadline for submission of proposal(s) | 27 th November 2018 |
| 5 | RFP Presentation | 4 th December 2018 (from) |
| 6 | Selection of Service Provider(s) | 7 th December 2018 (from) |
| 7 | Appointment of Service Provider(s) | |
| 8 | Work commences | 10 th December 2018 |

- › To register for briefing, please email to rfp@insken.gov.my with the following header :
- RFP_WEBSITE_BRIEFING

* INSKEN has a right to amend the dates without informing the applicants

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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 follow :

- RFP2018/BD/WEBSITE

Deadline for submission of proposal is on 27th November 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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- [FACT SHEETS](#) -