

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. Enhancement of Learning and Development

INSKEN has been given the mandate by MED to facilitate the enhancement of entrepreneurship learning and development.

The objective of these workshops is to enhance entrepreneurship ecosystem through training module development, methodology of training delivery and capability by programme owners to evaluate proposed programmes to ensure outcomes that achieve national aspirations.

The target audience for these programmes are entrepreneurs from micro and small businesses level, with minimum 2 years in business operation and open throughout Malaysia.

3. Scope of Work

Institut Keusahawanan Negara (INSKEN) is soliciting proposals from qualified service provider(s) to develop and conduct training workshops for entrepreneurs of micro and small businesses, with the objective of developing viable and sustainable businesses. It will be focusing on Sales & Marketing, on the following subject matters:

Code	Course Title
SALES & MARKETING	
SM001	Market and Product Validation
SM002	Outbound & Inbound Marketing
SM003	Customer Relationship Management
SM004	Branding & Rebranding Product & Business
SM005	Social Media Marketing : Facebook Ads
SM006	Social Media Marketing : Copywriting
SM007	Social Media Marketing : Google for Marketing
SM008	Social Media Marketing : Instagram
SM009	Social Media Marketing : Youtube
SM010	Social Media Marketing : Pinterest
SM011	Social Media Marketing : Twitter
SM012	Integrated Digital Marketing

SM013	Sales Leadership
SM014	Sales Team Building
SM015	Sales Prospecting
SM016	Sales Negotiation Dynamics
SM017	Video Marketing Content (Smartphone)
SM018	Photography Marketing Content (Smartphone)
SM019	Mobile Apps Development for Small Business
SM020	Website Development for Small Business
SM021	Influencer Marketing
SM022	Others (Please specify inside the proposal)

For the purposes 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.

The module for the above training programmes shall aimed at providing a hands-on and activity based with comprises of technical-business know how imparting specific skills or knowledge focusing on highly saleable and sustainable model.

Service providers may propose additional relevant programmes within sales and marketing fields of topics. Duration of the programme is for two (2) days. The workshops must be actionable and problem-solving with relevant real life experience derived from practitioners and **clear measureable outcomes**.

Example:

Course Title	Outcome
Video Marketing Content (Smartphone)	By the end of the programme, all participants shall and must complete their own marketing video
Website Development for Small Business	By the end of the session, all participants should complete and have their website ready (domain + hosting).

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4. Qualified Service Providers

Experienced industry players and professionals, trade associations with proven track record in entrepreneurship training, and training service providers are welcomed to submit the proposals. (minimum 3 years' experience in relevant industry and possessed tertiary education background)

5. Copyright of Products and/or Deliverables

Service 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 said products and/or deliverables shall belong exclusively to INSKEN.

The training service 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.

6. Timeline

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

No	Locations	Dates
1	Issuance of RFP document	14 th March 2019
2	Deadline to register for RFP briefing	28 th March 2019
3	Briefing on RFP document	01 st April 2019
4	Deadline for submission of proposal(s)	14 rd April 2019
5	Selection of Service Provider(s)	29 th April - 12 th May 2019
6	Appointment of Service Provider(s)	20 th May–2 nd June 2019
7	Training workshop commences	1 st July 2019

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7. Content of the Proposals

All proposals must include the following information:

Part A	Company profile & credentials, and content developers, trainers & coaches detailed curriculum vitae. (Please limit maximum 2 pages)
Part B	Detailed modules and curriculum mapping including learning objectives, modules and instructional guide. (Please limit maximum 4 pages)
Part C	List of deliverables and implementation plans / schedules, and outcome-based (Please limit maximum 3 pages)
Part D	Costing breakdown by components covering module development, training delivery and programme evaluation. (Please limit maximum 1 page per workshop)

Total RFP page: 10 pages ONLY

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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 and it success stories	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 as accommodation for trainer & assistant (twin sharing), flight ticket/ transportation, will be borne by INSKEN)	20%

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

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9. Administrative matters

Service providers interested to participate in the Request for proposal (RFP) process must attend a briefing session on **01st April 2019** in Kuala Lumpur/ Putrajaya/Cyberjaya. Depending on the number of interested service 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, 28th March 2019**.

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

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

Deadline for submission of proposal(s) is on **14th April 2019 @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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