

## **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 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><b>OBJECTIVE</b></p>	<ul style="list-style-type: none"> <li>• <i>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.</i></li> <li>• <i>To ensure entrepreneurs learn and apply business technical know-how in their business for sustainable.</i></li> <li>• <i>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.</i></li> </ul>
<p><b>OUTCOME</b></p>	<p><b><u>ENTREPRENEURS KPI:</u></b> <i>At the end of this programme, entrepreneurs need to achieve certain KPI (depending on their business target), minimum 3 KPI Eg:</i></p> <ul style="list-style-type: none"> <li>• <i>Increase minimum of 20% turnover (monthly).</i></li> <li>• <i>Improve business gaps (subject to industry requirements).</i></li> <li>• <i>Offer employment opportunity.</i></li> <li>• <i>Completed coaching activities in the programme.</i></li> </ul>

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	<p><b><u>INDUSTRY COACH RESPONSIBILITY:</u></b></p> <ul style="list-style-type: none"> <li>• To ensure 50% of entrepreneurs (participants) will be able increase minimum 20% turnover.</li> <li>• To ensure 90% of entrepreneurs (participants) will be able achieve target/ KPI's and full commitment in this programme.</li> <li>• Completion of Industry Workshop and Coaching Sessions according to the schedule.</li> <li>• To submit report (progress) on time via INSKEN Mobile Apps (INSKEN IPRO).</li> </ul>
<b>PARTICIPANTS</b>	<ul style="list-style-type: none"> <li>• Entrepreneurs who are already have a registered business.</li> <li>• Entrepreneurs who are active in business operations (min 3 years) and have proper sales records.</li> <li>• Entrepreneurs who are committed to participate in all activities in the programme.</li> <li>• Require business improvement and expansion not only limited to financing.</li> <li>• Others criteria subject to INSKEN's guidelines.</li> </ul>
<b>NUMBER OF PARTICIPANTS</b>	Maximum 30 entrepreneurs for one IBC (same industry)
<b>DURATION</b>	Min 4 months /Max 6 months
<b>PROGRAMME COMPONENTS</b>	<ol style="list-style-type: none"> <li>1. Module 1 : Industry Coach Workshop</li> <li>2. Module 2 : Benchmark Visit</li> <li>3. Module 3 : 2 Trainings (Business Technical Know-How)</li> <li>4. Module 4 : Coaching Sessions</li> </ol>

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



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*The industries will be focusing on the following:*

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

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<b>SERVICES</b>	
SV01	<i>Barber Shop</i>
SV02	<i>Beauty/ SPA</i>
SV03	<i>Car Workshop</i>
SV04	<i>Home Manager / Daily Maid</i>
SV05	<i>Childcare (Homebased / Taska)</i>
SV06	<i>Kindergarten</i>
SV07	<i>Laundry</i>
SV08	<i>Motorcycle Workshop</i>
SV09	<i>Pharmacy</i>
SV10	<i>Postnatal Care</i>
SV11	<i>Printing, Supplies and Services</i>
SV12	<i>Animals Care / Pet Shop</i>
SV13	<i>Wedding Planner</i>
SV14	<i>Others</i>

*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’.*

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*Industry practitioner (s) may propose:*

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

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

**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.*

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#### 4. Timeline

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

No	Activity	Date
1	Issuance of RFP document	28 <sup>th</sup> February 2019
2	Deadline to register for RFP briefing	15 <sup>th</sup> March 2019
3	Briefing on RFP document	19 <sup>th</sup> March 2019
4	Deadline for submission of proposal (s)	2 <sup>nd</sup> April 2019
5	Selection of Service Providers (s)	5 <sup>th</sup> April 2019
6	Proposal Pitching	16 <sup>th</sup> April 2019
7	Appointment of Service Providers (s)	30 <sup>th</sup> April 2019
8	Professional work commences	1 <sup>st</sup> May 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.*

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## 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](http://www.insken.gov.my/rfp). Please submit your proposal via online submission using the provided template and email to [rfp@insken.gov.my](mailto:rfp@insken.gov.my) with the header as follows:

- RFP2019/BA/Food&Beverages
- RFP2019/BA/Retail&Wholesale
- RFP2019/BA/Tourism
- RFP2019/BA/Services
- RFP2019/BA/TechInBusiness

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## 6. Review and Selection

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

No	Criteria	Percentage
1	<i>Organisational information Experience of the industry player (s), and company profile - turnover company, manpower and it success stories (testimony)</i>	20%
2	<i>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</i>	60%
3	<i>Budget Detailed cost information to support the proposed programmes (All matters pertaining to the logistic such as accommodations for trainer &amp; assistant (twin sharing), flight ticket/ transportation, will be borne by INSKEN)</i>	20%
<b>TOTAL</b>		<b>100%</b>

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

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**7. Administrative matters**

*Industry players interested in participating in the Request for proposal (RFP) process must attend a briefing session on 19th March 2019 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](mailto:rfp@insken.gov.my) before 5.00 pm, 15th March 2019.*

*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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