

1. Background

INSKEN is an agency under the purview of Ministry of Entrepreneur Development and Cooperatives (MEDAC) that offer entrepreneurship development initiatives through training and coaching programmes.

In line with INSKEN's tagline; "Growing Tomorrow Entrepreneurs", INSKEN ensures all programmes conducted are based on industry need. The programmes will be executed through smart collaboration with industry practitioners, professional and government agencies in order to strengthen national entrepreneurship ecosystem.

VISION

Realizing the National Entrepreneurship aspiration through capacity building of entrepreneurs with outcomes.

MISSION

- Strengthening the entrepreneurial development ecosystem by measuring outcomes.
- Enhancing entrepreneur's ability to be resilient, competitive and global.
- Encouraging collaborations between Ministries, Agencies and Industries.
- Preparing entrepreneurs to be catalysts and leading trends and markets.

2. Scope of Work – Consolidated Export Programme (CEP)

INSKEN is soliciting proposals from qualified consultant(s) to deliver **specific workshops and improvement works** for INSKEN alumni (consisting of small, medium and high performing entrepreneurs), with the objective to improve, upskill and upgrade their businesses.

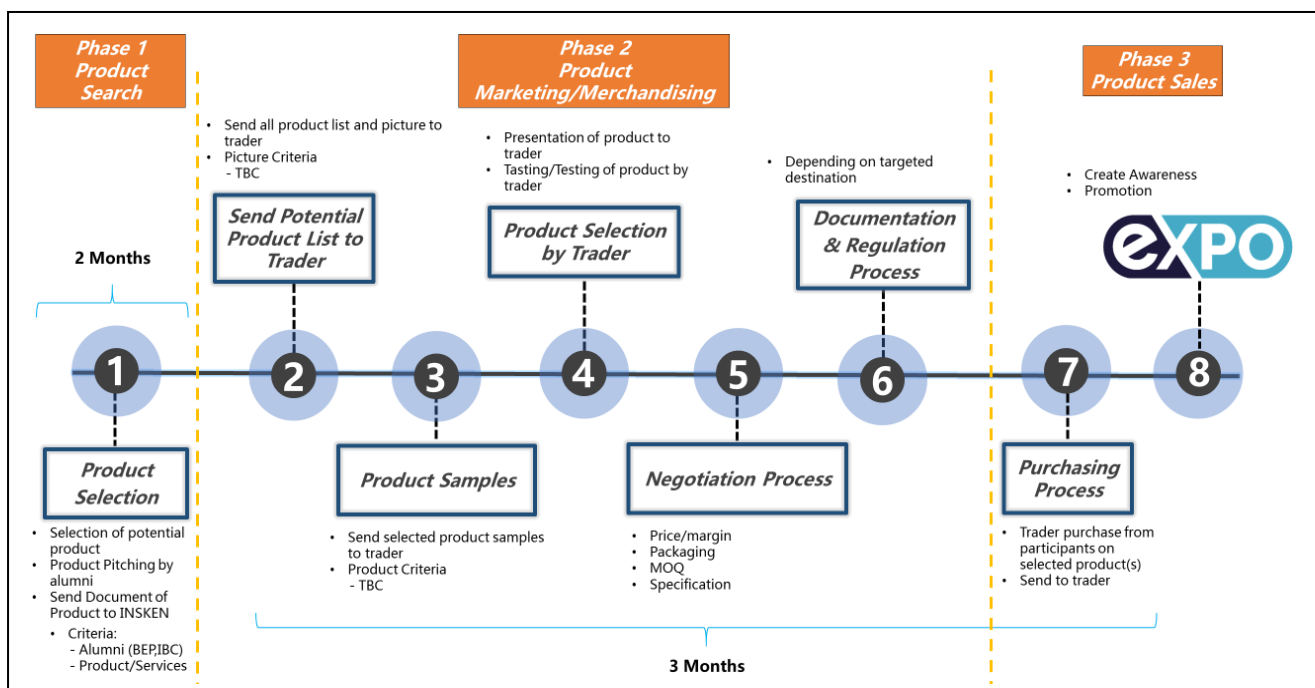
Summary of Consolidated Export Programme (CEP) are as follows:

OBJECTIVE	<ul style="list-style-type: none"> • Post programme aimed at INSKEN’s developmental programme alumni from INSKEN Business Coaching (IBC) and Business Enhancement Programme (BEP). • To create new opportunities for alumni targeting export according to the targeted destinations. • To pilot destination-based export programme
OUTCOME	<p><u>ENTREPRENEURS KPI:</u> At the end of this programme, participants are expected to achieve the KPI below:</p> <ul style="list-style-type: none"> • 20% increase in turnover and/or • Offers employment opportunities during or at the end of the programme.
	<p><u>CONSULTANTS RESPONSIBILITY:</u></p> <ul style="list-style-type: none"> • To ensure total sales acquired from each export programme/trip reach RM 150,000.00. • (Progress report will be submitted periodically by the appointed consultant)
GENERAL PARTICIPANTS CRITERIA	<ul style="list-style-type: none"> • Must be alumni of INSKEN’s developmental programme that was held since 2017. • Business still in operation. • 100% completed iPRO data update.

NO OF PARTICIPANTS	<ul style="list-style-type: none"> • 10 pax per trip (40 pax in total)
NO OF SKUs	<ul style="list-style-type: none"> • 80 SKUs (80 products)
CONSULTANT CRITERIA	<ul style="list-style-type: none"> • Industry-related experience - 5 to 10 years above. • Good business track record (maintain revenue & profit minimum of 3 years). • Willing to develop the entrepreneurs and entrepreneurship ecosystem. • Excellent communication skills, dedicated, committed and good team work. • Free from any legal actions and free from any issues with INSKEN. • Must not openly involve with any political activities. • Business are currently on-going and active. • Willing to assist, guide and develop participants and entrepreneurship ecosystem. • Good networking with related ministries, agencies or relevant entrepreneurship agencies. • Recognition / award (business achievement) from related ministries / bodies will be a value added.
PROGRAMME COMPONENTS	<ul style="list-style-type: none"> • Phase 1 <ol style="list-style-type: none"> a) Selection of potential products b) Product Pitching • Phase 2 <ol style="list-style-type: none"> a) Product marketing/merchandising b) Negotiation Process c) Documentation & regulation processes • Stage 3 <ol style="list-style-type: none"> a) Product sales b) Create awareness through expos

DURATION	<ul style="list-style-type: none"> • Phase 1 <ul style="list-style-type: none"> a) 2 months for selection of potential product • Phase 2 <ul style="list-style-type: none"> a) 3 months for product marketing/merchandising b) Trader purchase from participants on selected product(s) • Stage 3 <ul style="list-style-type: none"> a) 3D2N to create awareness via participation in expos.
NOTES	<ul style="list-style-type: none"> • INSKEN have the rights to change (if any) the programme content in order to ensure the success of the programme.

3. Framework – Consolidated Export Programme (CEP)



4. Consultant(s)

Consultant(s) may propose:

- i) To assist the processes of product sales with international traders at the selected country on behalf of the selected program participants.
- ii) To conduct a Workshop to prepare the program participants on the relevant knowledge in regards to export processes.
- iii) To assist INSKEN for expo activities.

CONSULTING REQUIREMENT	<ul style="list-style-type: none"> • Consultant(s) need to assist the processes under Product Search, Product Marketing/Merchandising, and the purchasing process with the international traders at the selected countries on behalf of the selected program participants. • Each shipment trip involves minimum of 10 participants and 20 SKUs. • Consultation must be actionable and contains the elements of problem-solving approach.
WORKSHOP REQUIREMENT	<ul style="list-style-type: none"> • Consultant(s) need to deliver a 1 day workshop session for all participants, focusing on understanding the applicable knowledge for exporting products and the processes involved.
EXPO	<ul style="list-style-type: none"> • Consultant(s) need to assist INSKEN to arrange for consumer fair (create awareness) at the selected country or other deemed relevant.

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5. 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.

6. Timeline

The Request for Proposal (RFP) process will be conducted as per the schedule below:

No	Activity	Date
1	Issuance of RFP/RFQ document	10th March 2020
2	Deadline to register for RFP/RFQ briefing	12th March 2020
3	Briefing on RFP/RFQ document	13th March 2020
4	Deadline for submission of proposal(s)	18th March 2020
5	Selection of Service Provider(s)	18-19th March 2020
6	Proposal Pitching	20th March 2020
7	Appointment of Service Provider(s)	by 31st March 2020
8	Professional work commences	by 1st April 2020

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.

7. 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. Programme content – Proposed approach and modules 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. Please submit your proposal via online submission using the provided template and email to rfp@insken.gov.my with the header as follows:

- RFP2020/AP/CEP/Consultation

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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 industry player (s), and company profile - turnover company, manpower and it success stories (testimony)	20%
2	Programme Content Detailed information on modules for consolidated export 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.

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9. Administrative matters

Industry players interested in participating in the Request for proposal (RFP) process **must attend a briefing session on 13th March 2020** 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, **12th March 2020**. Please state your name, company, phone number and mention your interest to attend the briefing 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.

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