

## **1. BACKGROUND OF INSKEN**

INSKEN is an agency under the purview of Ministry of Entrepreneur Development and Cooperatives (MEDAC) that offers entrepreneurship development initiatives through its 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, professionals 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. INTRODUCTION**

Malaysia's services sector is one of the key contributors to the Malaysian economy in which it has contributed 56% of the national GDP (DOSM, 2019) and this trend is expected to increase to 58% by the end of 2020. The services sector, which comprises by the majority of micro, small and medium enterprises (MSMEs) in Malaysia, focusing their business activities mainly in the wholesale and retail, F&B and hotel & tourism industries.

In realizing the needs to enhance the capability of MSMEs/entrepreneurs in the services sector, INSKEN has introduced a specific industry-based coaching programme with a specific outcome – the INSKEN Business Coaching (IBC) since 2017, which started with 5 industries: Homestay, Spa, Access to Retail, Postnatal Care and Food Truck. The IBC Programme is one of INSKEN's signature programmes and has been successful in scaling up the MSMEs entrepreneurs to a higher level.

As INSKEN strives to become the Centre of Excellence in entrepreneurship development therefore, it is timely for INSKEN to be at the forefront of knowledge, especially in keeping abreast with the latest development of the services sector and its relevant industries. Through an industry research /study, INSKEN would be able to provide the latest scenario, development, analysis and insights of the services sector specifically in Malaysia.

Therefore, **INSKEN** is soliciting proposals from qualified research consultant(s) capable of conducting, delivering and meeting the objectives of the **Industry research/Study on Malaysia's Services Sector**.

The main objectives of the industry research/study are as follows:

- To understand the definition, current scenario, trends, type of business activities, its development locally & internationally and digital transformation of the services sector in Malaysia;
- To identify and analyse factors, issues and challenges, that influence the services sector and their adaptation into the new norms in Malaysia;
- To investigate the adaption of digital utilization in this sector internally and externally;
- To develop key strategic recommendation and implementation of action plans with specific outcomes.

### **3. SCOPE OF WORK**

**(a) The scope of the proposed industry research/study will cover data collection, analysis and findings and reporting of following:**

- (i) The current trends and latest information on services sector in Malaysia;
- (ii) The critical insights, issues and challenges and the impact of Coronavirus, as well as an analysis of key risks and opportunities in Malaysia's services industry (from the perspective of MSME's entrepreneurs);
- (iii) The adaption of digitalization in the services sector;
- (iv) The propose strategic recommendations and action plans.

**(b) Proposed Methodology**

Quantitative and Qualitative

**(c) Target groups/respondents**

INSKEN's IBC participants and industry players

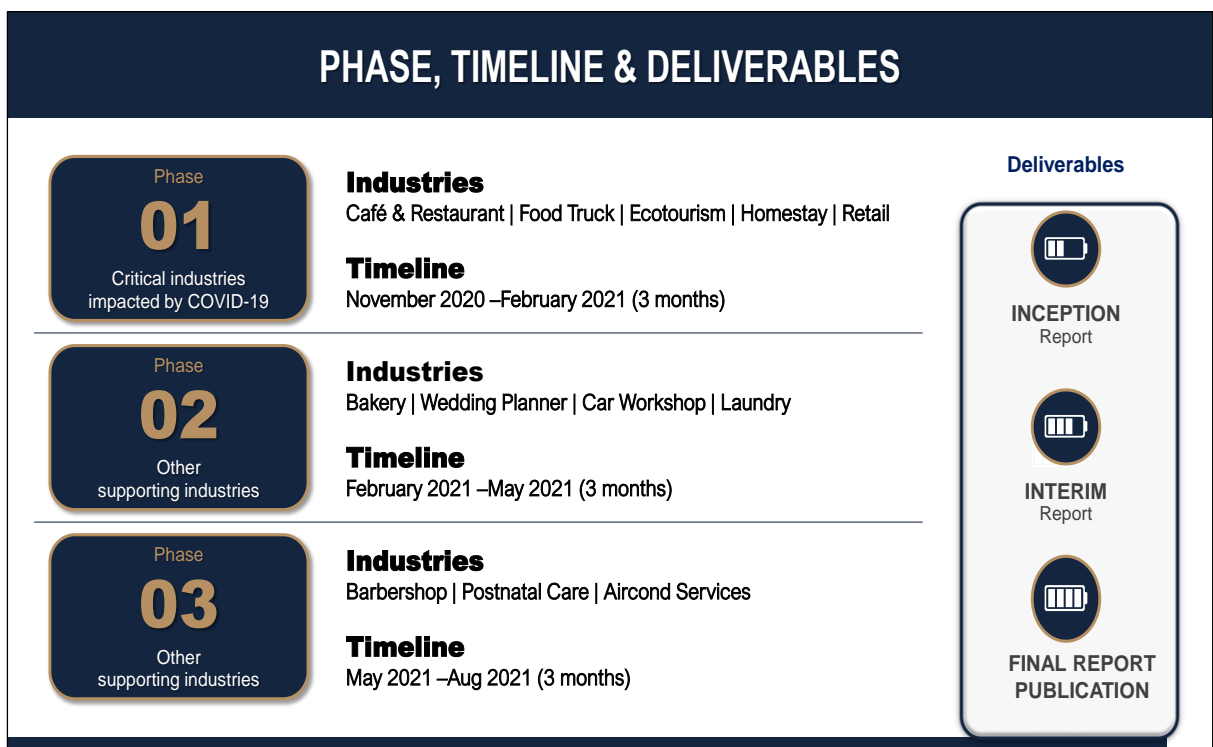
**(d) Proposed Location of Study**

Nationwide (MALAYSIA)

**(e) List of Industry**

Café & Restaurant, Food Truck, Ecotourism, Homestay, Retail, Bakery, Wedding Planner, Car Workshop, Laundry, Barbershop, Postnatal Care and Air-Cond Services.

**4. PHASE, TIMELINE AND DELIVERABLES**



**5. QUALIFIED RESEARCH CONSULTANT(S)**

Experienced research consultant(s) with sufficient industry/ professional experience and proven track record in conducting industry research /entrepreneurship development are most welcomed.

**6. CONTENT OF THE PROPOSED STUDY**

All proposals must include the following information:

<b>Part A</b>	<p>Company profile &amp; credentials, team leader/researchers' profile including description of experiences and testimonial from past clients on research projects conducted by the organisation.</p> <p><b>(Please limit maximum 2 pages)</b></p>
<b>Part B</b>	<p>Detailed of proposed study / research specifications including:</p> <ul style="list-style-type: none"> <li>i. Brief Introduction/Preamble</li> <li>ii. Objective, Initiation and Planning</li> <li>iii. Resources (staffing, role, title and experience)</li> <li>iv. Proposed Methodology and Research Instrument</li> <li>v. Data Compilation and Analysis</li> <li>vi. Timeframe of completion</li> <li>vii. Deliverables (Report and Publication)</li> </ul> <p><b>(Please limit maximum 6 pages)</b></p>
<b>Part C</b>	<p>Proposed Budget – all costs and fees must be clearly described including professional fees, SST, reimbursement of out of pocket expenses and other related expenses.</p> <p><b>(Please limit maximum 1 page per workshop)</b></p>

**Total Maximum page for RFP: 9 pages ONLY**

**Note:**

Research consultant(s) 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:

- RFP2020/CS /Industry Research /Pitching Research

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## 7. REVIEW AND SELECTION

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

No	Criteria	Percentage
1	<b>Organisational Information</b> Experience of the organisations, and consultants in conducting industry research/ development of entrepreneurship studies, 2019 turnover company, manpower and it success stories (testimony and contact)	20%
2	<b>Proposed Content of Industry Research/Study</b> Detailed information on <b>research/study approaches and <u>methodologies, implementation plans, timeline, data collection and analysis and deliverables</u></b>	60%
3	<b>Budget</b> Detailed cost information to support the proposed research/study (All matters pertaining professional fees, SST, out of pocket expenses and other related expenses)	20%
<b>TOTAL</b>		<b>100%</b>

Only shortlisted research consultant(s) will be contacted and may be required to present their proposals to the selection panel.

## 8. PROPOSED TIMELINE

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

No	Activity	Date
1	Issuance of RFP document	1 <sup>st</sup> October 2020
2	Deadline to register for RFP briefing	8 <sup>th</sup> October 2020
3	Briefing on RFP document	12 <sup>th</sup> October 2020
4	Deadline for submission of proposal	26 <sup>th</sup> October 2020
5	Selection of Research Consultant (s)	27 <sup>th</sup> -28 <sup>th</sup> October 2020
6	Proposal Pitching	3 <sup>rd</sup> November 2020
7	Appointment of Research Consultant (s)	5 <sup>th</sup> November 2020
8	Professional work commences	9 <sup>th</sup> November 2020

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

## 9. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

Research consultant(s) shall acknowledge and agree that any product(s) and/or deliverable(s) created for the purpose of this RFP shall be considered as a “work made for hire” and all rights to the said product(s) and/or deliverable(s) shall belong exclusively to INSKEN. In the case of product(s) and/or deliverable(s) developed and funded by INSKEN, the appointed consultant(s) shall be prohibited from disseminating it to other parties without getting written consent from INSKEN.



## **10. INSKEN SECRETARIAT'S RIGHT TO DECLINE**

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.

## **11. CHANGES TO REQUEST FOR PROPOSALS**

The INSKEN RFP Secretariat may, at its discretion, vary the Request for Proposals before the closing time. Changes will be posted on the INSKEN's website as revision, beside the original RFP. The research consultant (s) is encouraged to regularly monitor the INSKEN's website to ensure they access any revisions that may be released.

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## **12. ADMINISTRATIVE MATTERS**

All research consultant(s) interested in participating in the Request for proposal (RFP) process **must attend a briefing session on 12<sup>th</sup> October 2020** in Kuala Lumpur/Putrajaya/Cyberjaya.

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, **8<sup>th</sup> October 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.

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