

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. SCOPE OF WORK

INSKEN is soliciting proposals from qualified industry practitioner(s) to deliver **industry specific workshops** and/or **coaching sessions** for entrepreneurs of micro, small and medium businesses, with the objective to develop viable and sustainable businesses.

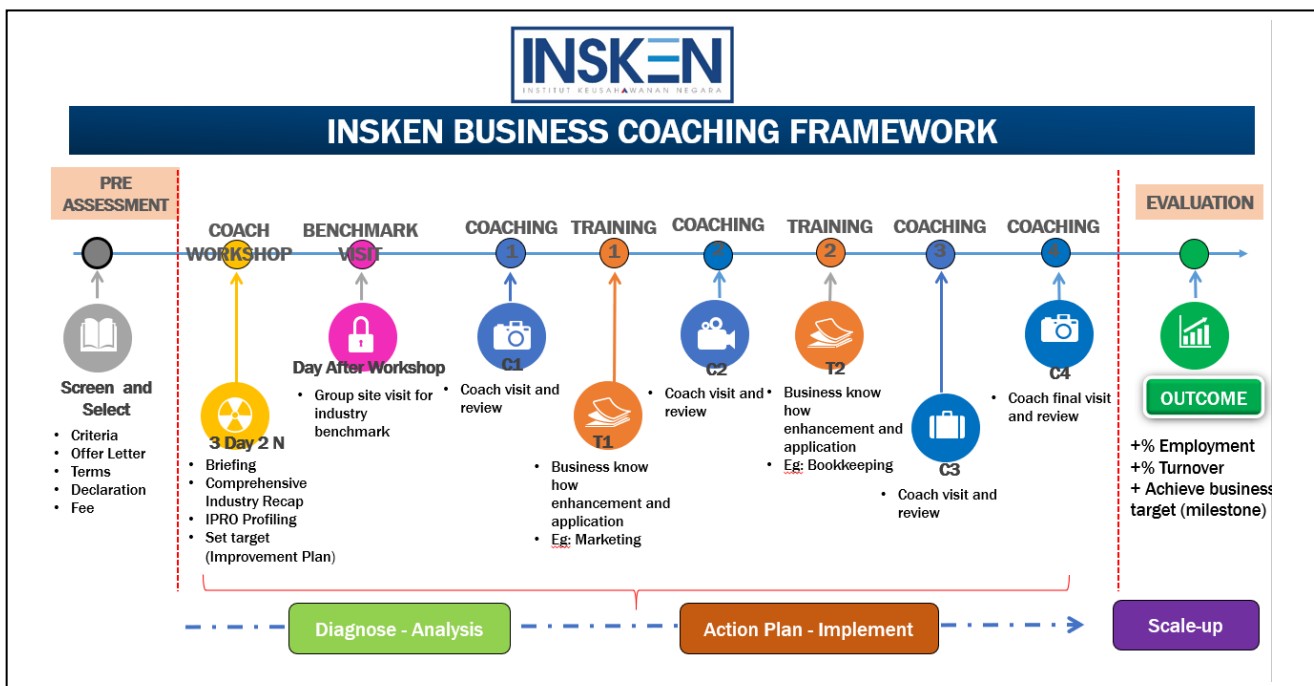
For the purposes of this RFP, “**coaching**” is defined as ‘a process through which entrepreneurs are helped to measurably improve their business performance and personal capability in scaling up the business’.

Summary of INSKEN Coaching & Mentoring Programme as follows:

<p>OBJECTIVE</p>	<ul style="list-style-type: none"> • To guide entrepreneurs to scale up their businesses through coaching by industry player (as a coach) for them to achieve business goals & growth. • To ensure entrepreneurs learn & apply technical know-how knowledge business sustainability. • To equip the entrepreneurs with relevant knowledge & understanding on the current trends, issues, and challenges for them to be sustainable in the industry.
<p>OUTCOME</p>	<p><u>ENTREPRENEURS KPI:</u> Entrepreneurs need to achieve minimum of 3 KPIs (depending on their business target), e.g.:</p> <ul style="list-style-type: none"> • Increase minimum of 20% turnover (monthly). • Improve business gaps (subject to industry requirements). • Offer employment opportunity. • Completed coaching activities in the programme.

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

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



Below is the list of industries that INSKEN wants to focus on 2021:

Code	Industry
FOOD AND BEVERAGES SERVICES	
FB01	Bakery
FB02	Café & Restaurant
FB03	Catering
FB04	Food Truck
RETAIL, WHOLESALE & PRODUCT MANUFACTURING	
RW01	Beauty Care Products
RW02	Beverage Product Manufacturing
RW03	Bundle Shop
RW04	Chocolatier
RW05	Fashion & Clothing
RW06	Food Product Manufacturing
RW07	Furniture
RW08	Managing Retail Store
RW09	Online Retail
RW10	Retail Market (Export)
RW11	Retail Market (Increase Sales from Shelves to Cashier)
RW12	Trading
TOURISM	
TR01	Accommodation Services (Budget Hotel / Guest House / Chalet)
TR02	Ecotourism
TR03	Extreme Sports
TR04	Homestay
TR05	Travel & Tours
TECHNOLOGY IN BUSINESS	
TC01	Animation
TC02	Artificial Intelligence
TC03	Software Developer

SERVICES	
SV01	Air Conditioning & Related Services
SV02	Animal Husbandry
SV03	Barber Shop
SV04	Beauty Care / SPA
SV05	Car Workshop
SV06	Carwash & Detailing Services
SV07	Childcare (Homebased / Taska)
SV08	Cleaning & Sanitizing Services
SV09	Event Management
SV10	Home Manager / Daily Maid
SV11	Florists
SV12	Interior Design Services
SV13	Kindergarten
SV14	Landscaping
SV15	Laundry
SV16	Motorcycle Workshop
SV17	Pet Shop
SV18	Pharmacy
SV19	Phone & Electronics Repair Services
SV20	Postnatal Care
SV21	Printing, Supplies and Services
SV22	Professional Services
SV23	Tailoring
SV24	Traditional & Complimentary Medicine
SV25	Tuition Centre
SV26	Wedding Planner
OTHERS	
OTH1	Others

Industry practitioner (s) may propose:

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

COACHING REQUIREMENT	<ul style="list-style-type: none"> • Industry coach need to deliver 4 coaching sessions for 30 entrepreneurs within 4 months. 1 entrepreneur will require 4 coaching sessions each. • Coaching areas are based on the entrepreneur’s gap analysis (operations, marketing, administration, finance and others). • Coaching must be actionable and problem- solving approach.
INDUSTRY COACH WORKSHOP REQUIREMENT	<p>Industry coach need to deliver 2-day workshop covering specific module which is relevant (eg):</p> <ul style="list-style-type: none"> • Current Scenario of the Industry • Key Success Factors • Challenges and How to Overcome • Other topics that relevant
BENCHMARK VISIT	<ul style="list-style-type: none"> • Industry coach need to assist INSKEN to arrange benchmark visit either at Industry Coach own premise or other that relevant.

3. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

Industry practitioner(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.

4. TIMELINE

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

No	Activity	Date			
		Q1	Q2	Q3	Q4
1	Issuance of RFP document	October 2020 onwards.			
2	Deadline to register for RFP briefing	30 th October 2020	1 st March 2021	1 st June 2021	1 st September 2021
3	Briefing on RFP document	4 th November 2020	4 th March 2021	4 th June 2021	6 th September 2021
4	Deadline for submission of proposal(s)	9 th November 2020	9 th March 2021	9 th June 2021	9 th September 2021
5	Selection of Service Providers (s)	11 th November 2020	11 th March 2021	11 th June 2021	13 th September 2021
6	Proposal Pitching	18 th November 2020	18 th March 2021	18 th June 2021	21 st September 2021
7	Appointment of Service Providers (s)	30 th November 2020 onwards	29 th March 2021 onwards	29 th June 2021 onwards	29 th September 2021 onwards
8	Professional work commences	4 th January 2021 onwards	1 st April 2021 onwards	1 st July 2021 onwards	1 st October 2021 onwards

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. INSKEN reserve to hold the industry player (s) submitted proposal for reference purposes.

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.

Please submit your proposal via online submission using the provided template and email to rfp@insken.gov.my with the header as follows:

- RFP2021/BC/Food&Beverages
- RFP2021/BC/Retail&Wholesale
- RFP2021/BC/Tourism
- RFP2021/BC/Services
- RFP2021/BC/TechInBusiness
- RFP2021/BC/Others

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6. 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: Industry Workshop and Coaching Sessions Detailed information on modules for Industry Workshop (2 days) and coaching 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.

7. 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.

8. CHANGES TO REQUEST FOR PROPOSALS

The INSKEN RFP Secretariat may, at its discretion, vary the Request for Proposals before the closing time. The industry players are encouraged to regularly monitor the INSKEN's website to ensure they access any revisions that may be released.

9. ADMINISTRATIVE MATTERS

Industry players interested in participating in the Request for proposal (RFP) process **must attend the briefing session as per scheduled in the timeline in Section 4.**

In order to register and receive the invitation for the briefing session, please register your interest by sending an email to rfp@insken.gov.my **before 5.00 pm, on the stipulated date in Section 4.** Please state your name, company, phone number and mention your interest to attend the **briefing session.** Invitation or Links to the Zoom / Google Meet session will be given only to registered industry players.

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

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