

1. Background

Institut Keusahawanan Negara Berhad (INSKEN) is an entity under the purview of Ministry of Entrepreneur 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. Mengukuhkan ekosistem pembangunan keusahawanan melalui pengukuran keberhasilan*
- ii. Menggiatkan kolaborasi rentas kementerian, agensi dan industri*
- iii. Meningkatkan kebolehpayaan usahawan agar berdaya tahan, berdaya saing dan bercirikan global*
- iv. Mempersiapkan usahawan kearah menjadi pemangkin dan peneraju trend serta pasaran.*

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2. Scope of Works

2.1 INSKEN is soliciting proposals from qualified service provider(s) to develop and conduct INSKEN Business Training (IBT) for start-up, scale-up and large entrepreneurs/business, with the objective of developing viable and sustainable businesses. It will be focusing on Sales & Marketing (offline & online) and / or industry-specific.

2.2 Please indicate in details:

- i. The level of understanding of the content of your module whether it is suitable for beginner, intermediate or advanced.
- ii. Specific target group / industry.
- iii. Any pre-requisite to participate in the module.

SALES & MARKETING (OFFLINE)	
SMOF1	Advertising, Marketing & Promotion (AMP) for Small Business
SMOF2	Branding, Logo & Trademark Registration for Small Business
SMOF3	Business Development through Branding and Rebranding
SMOF4	Business Legal (for Sales & Marketing)
SMOF5	Business Model Canvas (for Sales & Marketing)
SMOF6	Business Plan (for Start-up)
SMOF7	Creating & Applying a Viral Marketing to Making Sales
SMOF8	Creating Customer Loyalty Program
SMOF9	Customer Relationship Management (CRM)
SMOF10	Customer Service
SMOF11	Creating an Effective Sales & Marketing Campaign
SMOF12	Generating & Converting Leads into Sales in a Small Business
SMOF13	Getting Sales/ Return from Event Booth (Checklist & Pricing Strategy)
SMOF14	Handling Customer Complaints & Objections
SMOF15	Managing your Business using Business WhatsApp
SMOF16	Managing your Customer Database that leads to Sales

SMOF17	Market Expansion through Distribution Channel : Agent / Stockist / Dropship
SMOF18	Market Expansion through Licensing
SMOF19	Market Expansion through Sales Team
SMOF20	Market Research for Small Business
SMOF21	Online and Offline Advertising for Small Business
SMOF22	Outbound & Inbound Marketing for Small Business
SMOF23	Product / Service Validation for Small Business
SMOF24	Product Launching for Small Business
SMOF25	Product Sampling for Retail Products
SMOF26	Sales & Marketing (Pricing & Costing Strategy)
SMOF27	Sales Negotiation
SMOF28	Sales Prospecting
SMOF29	Sales Training for Salesman
SMOF30	Sales / Business Presentation for Salesman
SMOF31	Sales / Business Presentation for Small Business Owner
SMOF32	Story Telling for Sales
SMOF33	Tele-Marketing for Sales
SMOF34	Other modules related to sales and marketing topics

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SALES & MARKETING (ONLINE)	
SMOL1	FB Ads (Beginner)
SMOL2	FB Ads (for Sales)
SMOL3	Instagram (Beginner)
SMOL4	IG TV for Business
SMOL5	IG Story for Business
SMOL6	YouTube (Beginner)
SMOL7	YouTube for Monetized
SMOL8	Pinterest for Business
SMOL9	LinkedIn for Business
SMOL10	Google Ads
SMOL11	Google for Small Business
SMOL12	Search Engine Optimization (SEO)
SMOL13	E-Marketplace (Lazada & Shopee)
SMOL14	Digital Poster for Marketing
SMOL15	Integrated Digital Marketing
SMOL16	Website Development for Small Business
SMOL17	Techniques to grow Organic Follower for Social Posting across FB, Instagram & Twitter
SMOL18	Other modules related to online sales and marketing topics

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- 2.3 For the purpose 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 for **direct applications**.
- 2.4 The modules for the above training programmes shall aimed at providing a **hands-on and activity** based with comprised of technical-business know how focusing on highly viable and sustainable model.
- 2.5 Service provider(s) may propose additional relevant programmes within the segments as mentioned above. Duration of the programmes is three (3) days. The workshops must be **actionable and problem-solving** with relevant real-life experience derived from practitioners and **clear measurable outcomes**.

3. INSKEN Secretariat’s Right to Decline

The INSKEN RFP Secretariat may, at its discretion, may discontinue the RFP; decline to accept any proposal or satisfy its requirement separately from the RFP process.

4. 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 website as Revision, beside the original RFP. The service provider(s) is encouraged to regularly monitor the INSKEN website to ensure they access any Revisions that may be released.

5. Qualified Service Providers

Experienced service provider(s), from industry players and professionals, trade associations, NGOs or cooperatives with proven track record in entrepreneurship training and business coaching/ advisor. The service provider(s) proposed to conduct the workshops are required to **have sufficient industry and/ or professional experience** and are required to be available to do follow-up consultations as and when needed.

6. Copyright of Products and/or Deliverables

- 6.1** Service provider(s) 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 the said products and/or deliverables shall belong exclusively to INSKEN in the case of products and/or deliverable developed and funded by INSKEN.
- 6.2** The Service provider(s) shall be prohibited from disseminating products and/or deliverable developed and funded under this programme to other parties without prior written consent of INSKEN.

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7. Key Dates and Details

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

NO	ACTIVITY	DATES
1	Issuance of RFP document	22 November 2019
2	Closing date for proposal (s) submission	25 December 2019
3	Method to Submit Proposal	<p>Proposals must be submitted in electronic copy, indicating the proposal header. Eg. RFP2020/ET/IBT/SMOL1</p> <p>Training Providers are requested to refer to “Sample of Proposal” (downloadable through: www.insken.gov.my/rfp)</p> <p>The proposal (in PDF format) is ONLY to be submitted to rfp@insken.gov.my</p> <p>Proposals submitted in any manner other than as detailed in this paragraph, or are submitted after the deadline shall be deemed to be invalid and may be excluded from consideration.</p>
4	Selection of Training Provider(s)	26 December 2019 - 12 January 2020
5	Proposal Pitching	13 - 31 January 2020
6	Appointment of Training Provider(s)	17 February 2020
7	Expected Training Work Commences	01 April 2020

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

8. Content of the Proposals

All proposals must include the following information:

PART	REQUIREMENTS
A	Company profile and credentials, trainers and coaches profile. (Please limit maximum 2 pages)
B	Please specify on Specific target group / industry Suitability for the module (was developed) for beginner, intermediate or advanced Any pre-requisite to participate in the module (Please limit maximum 1 page)
C	Detailed modules and program specifications including : Target participants Learning objective (<i>what we want to achieve in this module?</i> <i>Min 3, max 7 objectives</i>) Module KPI (at the end of the program what are the outcomes that participants will bring back for immediate application in their day-to-day business. Modules content in details Instructional guide (Please limit maximum 6 pages)
D	Costing breakdown by components covering training delivery, programme evaluation and management. (Please limit maximum 1 page per workshop)

Total Maximum page for RFP : 10 pages ONLY

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9. Evaluation of Proposals

9.1 The evaluation panel will evaluate proposals to determine the most an appropriate content and outcomes. The panel will consist of members appointed at the INSKEN RFP Secretariat's discretion.

9.2 The criteria for evaluation will be assessed according to the criteria outlined as follow:

NO	CRITERIA	PERCENTAGE
	ORGANISATIONAL INFORMATION	
1	Experience of the organisations, and consultants in development of entrepreneurship training and coaching programmes, 2019 turnover company, manpower and it success stories (testimony and contact)	20%
	TRAINING/ WORKSHOP PROGRAMMES INFORMATION AND EXPECTED OUTCOMES	
2	Detailed information on training/ coaching approaches and <u>methodologies</u> , <u>implementation plans</u> and <u>outcome-based KPI</u>	60%
	BUDGET	
3	Detailed cost information to support the proposed programmes <i>(All matters pertaining to the logistic such as accommodations for trainer & assistant (twin sharing), flight ticket/ transportation, will be borne by INSKEN)</i>	20%
TOTAL		100%

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

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10. Submission

10.1 All documentation submitted as part of the Proposal must be in English.

10.2 Service provider(s) are required to include all information specified in this RFP in their Proposal. Service provider(s) accept that their failure to provide all information required, in the format specified may result in their Proposal being considered as a non-confirming proposal and liable to rejection.

11. No Contract or Undertaking

Nothing in this RFP will be construed to create any binding contract (express or implied) between INSKEN RFP Secretariat and any Service provider(s) until a written Contract, if any, is entered into by the parties.

12. Conflict of Interest

12.1 Conflict of interest can be defined as any situation in which an individual or organisation is in a position to exploit his/her professional or official capacity in some way for personal or corporate benefit.

12.2 Service provider(s) must notify the INSKEN RFP Secretariat immediately if any actual, potential or perceived conflict of interest arises after submission of a proposal (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised).

12.3 If any actual or potential conflicts of interest arise for a Service provider(s), the INSKEN RFP Secretariat may:

- (a) enter into discussions to seek to resolve such conflict of interest;
- (b) disregard the Proposal submitted by such a Service provider(s); or
- (c) take any other action that INSKEN considers appropriate.

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13. References

As part of the evaluation of proposal process, the INSKEN RFP Secretariat, at its discretion, may request from the Service provider(s) information on past experience claimed in their proposal, including contact details for referees.

14. Administrative matters

14.1 Service provider(s) interested in participating in the Request for Proposal (RFP) process **must read this RFP document.**

14.2 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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RFP FREQUENTLY ASKED QUESTIONS

NO	QUESTION	ANSWER
1	Can we submit more than one application/module?	Yes. Please submit your Part A once only. But for the details on Part B, C and D must be submitted based on the module, separately.
2	Can we submit an RFP with the similar contents of a module that we've delivered at other agency?	Yes. But we give priority to the topics and module contents not offered by other agencies/market and meet the needs of entrepreneurs.
3	Will INSKEN hold the copyrights of our module content?	No. We do not hold any copyrights of the module and you may use the module for other agencies.
4	Can I submit an RFP in another format?	No. Strictly, submit your proposal on the template provided. Please download "sample of proposal at www.insken.gov.my/rfp .
5	Do I need to submit our RFP in hardcopy?	No need to send in hardcopy. We accept an RFPs (in PDF format), sent to rfp@insken.gov.my
6	Will INSKEN contact me after receiving my RFP?	Yes. We will send you a notice upon receipt of your RFP document.
7	How long does an RFP filtering and selection process take?	Please refer to item 6 (an RFP timeline), in an RFP document.

8	If I am an existing provider at INSKEN, do I need to resubmit an RFP?	<p>Yes.</p> <p>You are encouraged to resubmit an RFP by enhancing the contents of the module based on feedback received from participants and INSKEN.</p>
9	If we are selected, do we have to attend with the trainer for an RFP Session?	<p>Yes, that's right.</p> <p>Trainers are required to attend an RFP session as scheduled because questions will be asked based on the module. Strictly, an RFP session will be cancelled, if the trainer is not present.</p>
10	Can we reject the offer if it doesn't meet our expectations or overlapping with other commitments?	<p>Yes you can.</p> <p>We will not blacklist your company for future applications.</p>
11	How INSKEN make an evaluation and selection for your provider?	<p>The selection is made based on the score rating on module contents, module outcomes, trainer experience and knowledge and fee by the assessment panel.</p>
12	What is an RFP presentation format?	<p>The format of an RFP presentation are as follows</p> <ul style="list-style-type: none"> • 10 minutes : presentation • 05 minutes : question & answer • 05 minutes : break before to the next presentation
13	Can an industry player with no basis for training/ coaching/ mentoring, submit an RFP?	<p>Yes.</p> <p>We value the experience of the industry players in the industry for the benefit of entrepreneurs.</p>

14	Is it mandatory for us to have 'train-the-trainers' certification?	No. But if there is, it will be an advantage to you.
15	What is the range that INSKEN will pay us?	It is based on the strength of the content of the module and the results that the participants will achieve other than trainer's knowledge and experience.
16	For the fee, what are the other costs we should incur?	The trainer fee for module delivery, the cost of printing the training material and the cost of the trainer assistant for administrative work pre, during and post program. The number of assistants is subject to the requirements of the module.

END OF DOCUMENT