**INSTITUT KEUSAHAWANAN NEGARA**

PROPOSAL TITLE : RFP2020/ET/INBT/FB1/CAFE rRFP2020/ET//SMOL1RFP2020/ET/IBT/SMOL1RFP2020/ET/IBT/SMOL1

**REQUEST FOR PROPOSAL FORMAT**

FOR INSKEN BUSINESS TRAINING/ INSKEN INDUSTRY BASED TRAINING

**PART A : COMPANY PROFILE (20%)**

|  |  |  |
| --- | --- | --- |
| Company Name | : | Info Minda Sdn Bhd |
| Registration No | : | IM – 075631 – D |
| Year Incorporated | : | 2013 |
| Type of Business Activity | : | 1. Owner Puteri 7 Restaurant at Batu Pahat, Johor 2. Year in operation, 10 years 3. 24 employees 4. 3 branch 5. Business Consultants for F&B |
| Industry | : | F&B |
| Address & Phone No | : | Info Minda Sdn Bhd  No 8-1, Jalan Usahawan 7,  Pusat Bandar Damansara  50450 Kuala Lumpur  Email : hello@infominda.com  No Tel: 03 – 8314 6666  No Fax: 03 – 8314 7777 |
| Shareholder(s)/ Partner(s) & Highest Academic Qualifications & Working Experience | : | 1. Encik Abu Bin Ali   MSc in Supply Chain Management (USM), 1984, Director of Operation TNB   1. Puan Fatimah Ahmad   Advanced Diploma in Business Studies (Majoring in International Business) (ITM Shah Alam), 1990, Senior Manager (10 years of experienced in customer relationship & corporate serProduct Development, Supply Chain, Operations Management) |
| Trainers Line up & Specialisation,  Highest Academic Qualifications & Working Experience | : | 1. Encik Abu Bin Mokhtar   Education : MBA (UTM), 2010  Position : Consultant  Experience : Senior Consultants, SIRIM Berhad (12 years of experienced in Product Development, Supply Chain, Operations Management) |
|  | 1. Encik Azman Bin Johan   Education : BBA Marketing (University of Adelaide), 1999  Position : Consultants  Experience : Senior Sales Manager (15 years of experienced in Business Development, Sales and Client Engagement Management) |
| Last year turnover (2018) | : | RM3,456,531.40 |
| Full Employee(s) | : | 15 |
| Experience in industry (consultants & trainers) | : | 21 years |
| Experience in training | : | 5 years |
| Track Record | : | **Business to Consumer (B2C)**  Trained 3,000 participants throughout the country on various topics such as supply chain, operations management, enterprise resource planning etc.  **Business to Business (B2B)**   1. Petronas 2. Sime Darby Motor 3. UMW Toyota 4. Suruhanjaya Koperasi Malaysia (SKM) 5. Kementerian Kemajuan Luar Bandar & Wilayah (KKLW) 6. Dewan Perniagaan Melayu Malaysia (DPMM) |

**PART B: PROGRAMME SPESIFICATIONS, TENTATIVE, INSTRUCTIONAL GUIDE & OUTCOMES (60%)**

1. **PROGRAMME SPECIFICATIONS**

|  |  |  |
| --- | --- | --- |
| Programme | : |  |
| Code | : |  |
| Mode | : | Training |
| \*Level (please state based on proposed module) | : | 1. Beginner 2. Intermediate 3. Advanced |
| Tenure | : | 2 Days 1 Night  Day 1 : 8.00 am until 10.00 pm  Day 2 : 8.00 am until 6.00 pm |
| \*Learning Objective (s) | : | Min 3, Max 7 |
| \*Expected Outcomes (s) | : | Min 3, Max 7 |
| \*Target Participant | : | Level : New/ Start-up/ Scale-up/ Large |
| : | Industry base or Open? |
| \*Pre requisite  (if any) | : | Participants have already attended basic course |
| Special requirements? |  | Location should be nearby mall area for selling activity |
| Module Content(s) | : | 1.  2.  3.  4.  5.  6.  7. |
| Details Trainer/Coach/ Highest Academic & social media accounts (Linkedin, FB, & Instagram) |  | Main Trainer/ Coach  Encik Abu Bin Ali  MSc in Supply Chain Management (USM), 1989  Linkedin : Abu Ali  Facebook : Info Minda  Instagram : Info Minda |
| : | 2nd Trainer/ Coach / Assistant  Encik Abu Bin Ali  MSc in Supply Chain Management (USM), 1989  Linkedin : Abu Ali  Facebook : Info Minda  Instagram : Info Minda |
| Number of Team Members | : | Numb of paxs |
| \*Make your pitch, **why this module is important to entrepreneurs and how it can help/support them to improve their daily operations.**  (Not more than 50 words & avoid generic pitches) | : |  |

1. **PROGRAMME TENTATIVE**

*this programme tentative is just a guide. Any changes is subject to your actual module delivery*

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME** | **DAY 1** | **DAY 2** | **DAY 3** |
| 0830-0900 am | **REGSITRATION** | Industry Based  Group Practical Activity |  |
| 0900-1000 am | SLOT 1 : Business/Industry Overview | SLOT 8 : Sales and Marketing for Café Business |
| 1000-1030 am | MORNING TEA BREAK | MORNING TEA BREAK |
| 1030-1130 am | SLOT 2 : Key Market Issues and Trends/ Trading, Commercial and Legal Issues) | SLOT 9 : cont. for Sales and Marketing for Café Business (online and offline) |
| 1130-1230 nn | SLOT 3 : Business/Industry standard, guidelines, mandatory, compliance, procedure) | SLOT 10 : Financial for Café Business |
| 1230-0100 pm | SLOT 4: Skills, Qualification & Competencies require in this Business/Industry | SLOT 11: cont. Financial for Café Business |
| 0100-0215 pm | LUNCH |  | LUNCH |
| 0215-0330 pm | SLOT 5: Business Administration for Café Business | Industry Based  Group Practical Activity | SLOT 12: Business Plan and Action Plan for Café Business |
| 0330-0400 pm | NOON TEA BREAK | NOON TEA BREAK |
| 0400-0530 pm | SLOT 6: Business Operation for Café Business | SLOT 13: Summary, Wrap Up & Conclusion  Certificate giving |
| PROGRAMME END |
| 0700-0800 pm | DINNER |
| 0800-1030 pm | SLOT 7: cont. Business Operation and  Day 2 practical tasks briefing | Post-mortem for group practical activity |
| 1030-1100 pm | SUPPER/ END DAY 1 |  |

1. **INSTRUCTIONAL GUIDE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SLOT** | **TIME** | **DURATION** | **TITLE** | **LEARNING OUTCOME** | **ACTIVITY** | **MATERIAL** |
|  | 0830-0900 am |  | **REGISTRATION** | | | |
| **1** | 0830-0900 am | 30 min | **Slot 1** : Introduction and Overview about Café Business | N/A | * Video show * Ice Breaking Game * Briefing | * Video * INSKEN slides * Others |
| **2** | 0900-1000 am | 60 min | **Slot 2** : Qualifications, Skills and Competencies (eg. Food safety & Hygiene Training), Industry awareness | Conceptualize the business operations | * Lecture * Exercise | * Workbook |
|  | 1000-1015 am | 15 min | **AM TEA BREAK** | | | |
| **3** | 1015-0100 pm | 195 min | **Slot 3** : Key Market Issues and Trends, Trading , Commercial and Legal Issues | Prepare the Operations Plan | * Lecture * Case Study | * Workbook |
|  | 0100-0215 pm | 75 min | **LUNCH** |  |  |  |
| **4** | 0215-0330 pm | 75 min | **Slot 4** : cont. Key Market Issues and Trends, Trading , Commercial and Legal Issues | Provide framework for system operations and control | * Lecture * Exercise | * Workbook |
|  | 0330-0345 pm | 15 min | **PM TEA BREAK** | | | |
| **5** | 0345-0530 pm | 135 min | **Slot 5** : Business Administration for Café Business (please indicate in details) | Proper projection of raw materials /input and end products | * Dialogue |  |
|  | 0700-0800 pm | 120 min | **DINNER** | | | |
|  | 0900-0530 pm |  | Please indicate in details what activities will be carried out, the tasks and learning outcomes that the participants will be able to achieve for the Industry Based Group Practical Activity | | | |
|  | 0830-1030 pm |  | Post mortem about the activity that has been carried out | | | |
| **6** | 0800-1030 pm | 150 min | **Slot 6** : cont. Business Operation and  Day 2 practical tasks briefing | Q&A on matters pertaining respective participants business operations | * Lecture * Case Study * Exercise | * Workbook |
| **7** | 0830-0900 am | 30 min | **Slot 7** : Sales and Marketing for Café Business | Create effective & efficient production of end products | * Lecture * Case Study * Exercise | * Workbook |
| **8** | 0900-1000 am | 60 min | **Slot 8** : Sales and Marketing for Café Business | -ditto- | * Lecture * Case Study * Exercise | * Workbook |
|  | 1000-1015 am | 15 min | **AM TEA BREAK** |  |  |  |
| **9** | 1030-0100 pm | 180 min | **Slot 9** : cont. for Sales and Marketing for Café Business (online and offline) | Proper plan of maintenance of equipment | * Lecture * Case Study * Exercise | * Workbook |
| **Slot 10** : cont. Financial for Café Business |  |  |  |
|  |  | **Slot 11** : cont. Financial for Café Business |  |  |  |
|  | 0100-0215 pm | 75 min | **LUNCH** |  |  |  |
| **10** | 0215-0330 pm | 75 min | **SLOT 12:** Business Plan and Action Plan for Café Business | -ditto- | * Lecture * Case Study * Exercise | * Workbook |
|  | 0330-0345 pm | 15 min | **PM TEA BREAK** |  |  |  |
| **11** | 0400-0530 pm | 135 min | **Slot 11** : Summary, Wrap Up & Conclusion | N/A | * Pre Post Test * Evaluation Form |  |
| End of the Session | N/A |  |  |

**PART C : PROPOSED COSTING (20%)** (for 30 participants, 2 days workshop)

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| --- | --- | --- | --- | --- |
| NO | ITEM | COST PER UNIT (RM) | UNIT | TOTAL COST (RM) |
| 1 | Training Delivery Fee (RM3,500 x 2 days) | 3,500.00 | 2 | 7,000.00 |
| 2 | Assistant (RM600 x 3 days) | 600.00 | 1 | 1,200.00 |
| 3 | Stationeries, workbooks and equipment | 500.00 | 30 | 500.00 |
| 4 | Programme Venue Practical Tasks for day 2 (if any)  (for training, will be provided by INSKEN) | 2,000.00 |  | 2,000.00 |
| 5 | Food & Beverages  For 1 Trainer and 1 Assistant, will be borne by INSKEN throughout the training session (exclude lunch and dinner for early check-in) | N/A |  | N/A |
| 6 | Accommodation  For Trainer & Assistant, will be borne by INSKEN (twin sharing).  With the exception of trainers and assistants of different genders (single rooms) are provided for each. | N/A |  | N/A |
| 7 | Transportation  For Trainer & Assistant optional either (car pool, mileage at flat rate and toll) or return flight tickets (economy class), will be borne by INSKEN for 1 trainer and 1 assistant. | N/A |  | N/A |
| **Total RM** | | |  | **10,700.00** |

Cost per head RM357

Note: The costing is subject to further negotiation