

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 programs.

In line with INSKEN's tagline; "Growing Tomorrow Entrepreneurs", INSKEN ensures all programs conducted are based on industry need. The programs 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

INSKEN is soliciting proposals from qualified service provider(s) to develop and execute INSKEN Marketing Plan. INSKEN would like to raise the awareness of public and disseminating the information about INSKEN's existence in helping the entrepreneurs through its training and coaching programs.

Hence, below are the elements comprising in INSKEN Marketing Plan to achieve the desire objectives.

1. Static Billboard
2. Radio Commercial
3. TV Commercial Sponsorship
4. Public Relation Agency
5. Ghost Writer

3. Marketing Plan Elements

| | |
|-------------------------|---|
| Static Billboard | <p>Focusing on all 14 states in Malaysia, INSKEN would like to penetrate the local community market by putting up static billboards in city centre or sub-urban area.</p> <p>Requirements:</p> <ol style="list-style-type: none">1. Proposed location2. Duration3. Proposed design based on localities |
|-------------------------|---|

| | |
|---|---|
| <p>Radio Commercial</p> | <p>INSKEN would like to engage with states radio station to target on particular listeners based on their locality.</p> <p>Requirements:</p> <ol style="list-style-type: none"> 1. Number of spots 2. Total spots per day 3. Duration |
| <p>TV Commercial Sponsorship</p> | <p>INSKEN would like to reward prominent entrepreneurs with TV commercial sponsorship based on their performance after joining INSKEN training and coaching programs.</p> <p>Requirements:</p> <ol style="list-style-type: none"> 1. Number of channels and spots 2. Total spots per day 3. Duration |
| <p>Public Relation Agency</p> | <p>In order to boost visibility and awareness to public, INSKEN would like engage with Public Relation Agency to develop communication and media planning.</p> <p>Requirements:</p> <ol style="list-style-type: none"> 1. Comprehensive media and communication plan 2. Propose suitable contents |
| <p>Ghost Writer</p> | <p>To appoint influencers as ghost writers to produce entrepreneurship related contents and these contents will be uploaded on INSKEN's website & Facebook.</p> <p>Requirement:</p> <ol style="list-style-type: none"> 1. Content should align with the current issue, challenges and important information for entrepreneurs. |

4. Timeline

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

| No | Activity | Date |
|----|---|---|
| 1 | Issuance of RFP document | 4 th September 2020 |
| 2 | Deadline to register for RFP briefing | 8 th September 2020 |
| 3 | Briefing on RFP document | 11 th September 2020 |
| 4 | Deadline for submission of proposal(s) | 17 th September 2020 |
| 5 | Proposal pitching | 22 nd September 2020 |
| 6 | Appointment of service provider(s) upon approval received | by 25 th September 2020 |
| 7 | Professional work commences | by 1 st October 2020 onwards |

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.

5. Briefing Session

Service provider(s) who are interested in participating in the Request for Proposal (RFP) must register their interest latest by 12pm on 8th September 2020 and attend the briefing session as per details below:

Date: 11th September 2020

Time: 3.00–5.00pm

Link to register: www.rebrand.ly/RFP2020_BD

6. Content of the Proposals

All proposals requirements will be brief in details on the briefing day, tentatively on 11th September 2020. All documentation submitted as part of the Proposal must be in English.

Note: Service provider(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.

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

- RFP2020/BD/MarketingPlan

7. Review and Selection

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

| No | Criteria | Percentage |
|--------------|--|-------------|
| 1 | Organizational Information Experience of the service provider(s), and company profile – rating, traffic and its success stories. | 20% |
| 2 | Content Detailed information on packages including location, duration, spot and proposed communication & media planning. | 50% |
| 3 | Budget Detailed cost information to support the proposed package. | 30% |
| TOTAL | | 100% |

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

8. Administrative Matters

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.

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

9. 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.

10. Conflict of Interest

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.

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).

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.

11. 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.

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