

**INSTITUT KEUSAHAWANAN NEGARA BERHAD (INSKEN)**

**REQUEST FOR PROPOSAL FORMAT**

**FOR INSKEN MARKETING PLAN**

**PART A: ORGANIZATION INFORMATION (20%)**

<b>Company/Business Name</b>	:	Info Minda Sdn Bhd
<b>Registration No</b>	:	IM – 075631 – D
<b>Year Incorporated</b>	:	2013
<b>Address &amp; Phone No</b>	:	Info Minda Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 – 8314 6666 No Fax: 03 – 8314 7777
<b>Shareholder(s)/ Partner(s) &amp; Highest Academic Qualifications &amp; Working Experience</b>	:	a) Encik Abu Bin Ali MSc in Supply Chain Management (USM), 1984, Director of Operation TNB  b) 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)
<b>Last year turnover (2017)</b>	:	RM3,456,531.40
<b>Full Employee(s)</b>	:	15
<b>Experience in industry</b>	:	21 years
<b>Track Record</b>	:	a) Petronas b) Sime Darby Motor c) UMW Toyota d) Suruhanjaya Koperasi Malaysia (SKM) e) Kementerian Kemajuan Luar Bandar & Wilayah (KKLW)

**PART B: PROPOSAL BASED ON MARKETING PLAN ELEMENT(S) REQUIREMENTS (50%)**

Programme	:	INSKEN Marketing Plan
Code	:	RFP2020/BD/MarketingPlan
Element	:	Static Billboard
Duration	:	6 months
Objective	:	<ul style="list-style-type: none"> <li>• To promote INSKEN training and coaching programs locally.</li> <li>• To penetrate local community market.</li> </ul>
Target Participant	:	Local community
Proposed Design	:	(please refer attachment)
Proposed Location	:	<ol style="list-style-type: none"> <li>1. Ipoh, Perak</li> <li>2. Alor Setar, Kedah</li> </ol>
Cost	:	RM 10,000.00 including production, installation & dismantle works
Submission by & Address		Info Minda Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 - 8314 6666 No Fax: 03 - 8314 7777 Contact name: Pn Azizah binti Abu (012 - 345 6789)
Social media accounts (LinkedIn, FB, Twitter & Instagram)	:	LinkedIn: Info Minda Facebook: Info Minda Twitter: Info Minda Instagram: Info Minda
Make your pitch (Not more than 30 words & avoid generic pitches)		E.g. We have 15 years experiences in billboard advertising and have collaborated with prominent clients to boost their visibility and increasing their market penetration by 50% in 2019.

**PART C: PROPOSED COSTING (30%)**

No	Item	Location	Unit	Proposed Total Cost (RM)
1	Static Billboard (10ft x 40ft) including production, installation & dismantle works	Ipoh Perak	1	5,000.00
		Alor Setar Kedah	1	5,000.00
<b>Total</b>			<b>2</b>	<b>10,000.00</b>

Note: The costing is subject to further negotiation

SAMPLE