

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 – TRAINING AND COACHING PROVIDER(S)

INSKEN is soliciting proposals from qualified training and coaching provider(s) to deliver the **training and coaching services for the Online Onboarding Coaching (E-Board) Programme focusing on digital marketing through online platforms**. E-Board 2021 is targeted to be implemented continuously throughout the year, divided into ten (10) batches commencing from February 2021 until February 2022.

The programme will have 2 phases as shown below:

Code	Area
EB01	E-Marketplace (2 days training)- Covering Seven Online Platforms for Businesses: Facebook, Instagram, YouTube, Telegram, WhatsApp, Shopee and Lazada
EB02	Coaching (3 months coaching on one platform) (2 days advanced training on one platform) (6x coaching throughout 3 months) *Specific on one online platform throughout three months

Qualified training and coaching provider(s) are welcomed to submit proposals for both phases of the programme (EB01 and EB02) including for any online platform for phase 2 (EB02) of the programme.

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Programme structure of Online Onboarding Coaching Programme – E-Marketplace (EB01) – E-Marketplace training are as follows:

<p>OBJECTIVE</p>	<ul style="list-style-type: none"> To equip the participants with relevant knowledge on the general usage of online platforms (Facebook, Instagram, YouTube, Telegram, WhatsApp, Shopee, Lazada) as a marketing tool for businesses. <p>*Mandatory to cover all seven online platforms</p>
<p>OUTCOME</p>	<p><u>COMPANIES KPI:</u></p> <p>At the end of this training, enhancement of the companies is determined by the following measurements:</p> <ul style="list-style-type: none"> Participants are expected to understand each platform’s primary usage to qualify for their own judgment and decision on the best platform to be utilized for their business; Participants receive a resolute guidance on which online platform is the most suitable for them to proceed to the stage of coaching; and Test – 90% participants achieved improvement in post-test.

MODE	<p>Online / Virtual session through Google Meet</p> <p>The use of other online platforms to support learning activities such as Google Classroom, Facebook Group, YouTube channel or WhatsApp are allowed, provided that it does not involve any additional costs to INSKEN / participants.</p>
SCOPE OF WORK	<p><u>CONSULTANT(S) RESPONSIBILITY:</u></p> <ul style="list-style-type: none"> • To develop a structured training programme according to the requirements; • To be responsible in the management of the programme; • To create a communication online group in WhatsApp; • To conduct pre-session with participants; • To ensure smooth running of the training session; • To submit reports in a timely manner; and • To ensure 90% of participants will be able to achieve target/KPI's and full commitment in this programme.
PARTICIPANTS	<ul style="list-style-type: none"> • 50 participants/session
DURATION	<ul style="list-style-type: none"> • 2 days (throughout 2021)

<p>CONSULTANT(S) CRITERIA</p>	<ul style="list-style-type: none">• Relevant experience in digital marketing of the mentioned online platforms – 5 to 10 years above;• Good business track record (maintain revenue and profit minimum of 3 years, including current year);• Excellent communication skills, dedicated, committed and good team work;• Free from any legal actions and free from any issues with INSKEN;• Must not openly involve with any political activities;• Business is currently on-going and active;• Willing to assist, guide and develop participants and entrepreneurship ecosystem;• Good networking with related ministries, agencies or relevant entrepreneurship agencies recognition or award (business achievement) from related ministries/bodies will be value added; and• History of appointment with INSKEN for any training and coaching programmes will be value added.
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Programme Structure of Online Onboarding Coaching Programme - Coaching (EB02) – Coaching are as follows:

<p>OBJECTIVE</p>	<ul style="list-style-type: none"> • To provide an in-depth technical knowledge (know-how) in utilizing the chosen online platform for their businesses; • To equip the participants with full confidence in utilizing the online platforms to a greater extent for their businesses; • To handhold each participant by reviewing their progress in the chosen online platform and provide guidance for further improvements; and • To increase participants' sales.
<p>PROGRAMME COMPONENTS</p>	<p>i. 1x advanced training (maximum of 50 participants) on the chosen online platform during the 1st month; and</p> <p>ii. 6x coaching sessions throughout 3 months of programme.</p>
<p>OUTCOME</p>	<p><u>COMPANIES KPI:</u></p> <p>At the end of this coaching, achievement of the companies is determined by the following measurements:</p> <ul style="list-style-type: none"> • Participants achieve an increase in average sales.

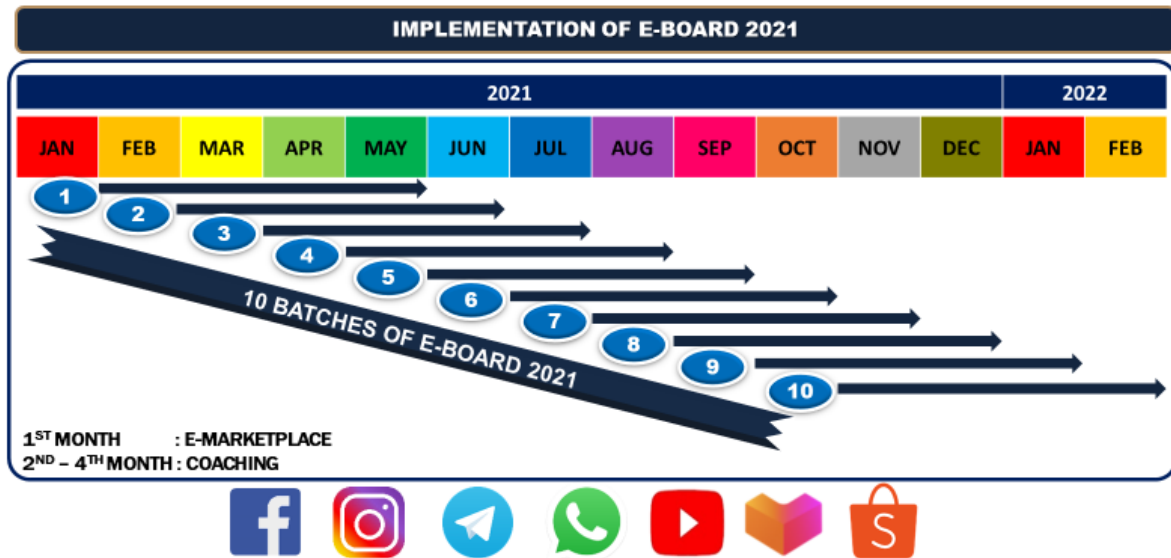
<p>OPTIONS OF PLATFORMS</p>	<ul style="list-style-type: none"> • Shopee • Telegram • Lazada • WhatsApp • Telegram • YouTube • Instagram <p>Qualified training and coaching provider(s) are welcomed to submit proposals for any online platform of their choice for phase 2 (EB02) of the programme provided each proposal is designed for only one online platform.</p> <p><i>Example: Trainer A choose to submit proposal in EB01, Telegram Coaching and Lazada Coaching, hence 3 proposals altogether have to be submitted.</i></p>
<p>MODE</p>	<p>Online / Virtual session through Google Meet</p> <p>The use of other online platforms to support learning activities such as Google Classroom, Facebook Group, YouTube channel or WhatsApp are allowed, provided that it does not involve any additional costs to INSKEN / participants.</p>



SCOPE OF WORK	<u>CONSULTANT(S) RESPONSIBILITY:</u>
	<ul style="list-style-type: none"> • To develop a structured coaching programme according to the requirements; • Provide 1x advanced training (maximum of 50 participants) on the chosen online platform during the 1st month depending on the number of participants in the platform; • Provide 6x coaching sessions throughout 3 months of programme; • To be responsible in the management of the programme for 3 consecutive months; • To ensure smooth running of the coaching sessions; • To ensure participants will be able to achieve target/KPI's and full commitment in this programme; • To ensure average sales of participants will increase; • To encourage and ensure 100% of active participants will submit their monthly sales data in INSKEN IPRO application; • Completion of 1x advanced training and 6x coaching sessions according to the schedule; and • To submit coaching report (progress) in a timely manner in the first week of the next month.

PARTICIPANTS	<ul style="list-style-type: none"> • Number of participants will vary by batches. (Quotation is required per participant/head)
DURATION	<ul style="list-style-type: none"> • 3 months/batch (New batches will be funnelled throughout the year)
CONSULTANT(S) CRITERIA	<ul style="list-style-type: none"> • Relevant experience in digital marketing of the mentioned online platforms – 5 to 10 years above; • Good business track record (maintain revenue and profit minimum of 3 years, including current year); • Excellent communication skills, dedicated, committed and good team work; • Free from any legal actions and free from any issues with INSKEN; • Must not openly involve with any political activities; • Business is currently on-going and active; • Willing to assist, guide and develop participants and entrepreneurship ecosystem; • Good networking with related ministries, agencies or relevant entrepreneurship agencies recognition or award (business achievement) from related ministries/bodies will be value added; and • History of appointment with INSKEN for any training and coaching programmes will be value added.

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3. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

Consultant(s) shall acknowledge and agree that any products and/or deliverables created for the purpose of this 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. Consultant(s) shall be prohibited from disseminating products and/or deliverables developed and funded under this programme to other parties without prior written consent from INSKEN.

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4. TIMELINE

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

No.	Activity	Date
1	Issuance of RFP document	19th January 2021
2	Deadline to register for RFP briefing	26th January 2021
3	Briefing on RFP document	26th January 2021
4	Deadline for submission for proposal	29th January 2021
5	Selection of Service Providers (s)	1st February 2021
6	Proposal Pitching	2nd February 2021
7	Appointment of Service Provider (s)	10th February 2021
8	Professional work commences	15th February 2021

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

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5. CONTENT OF THE PROPOSALS

All proposals must include the following information:

Part A	Company profile & credentials, and content developers, consultant(s) & coaches' profile including team's profile. (Please limit to maximum of 2 pages)
Part B	i. Consultation & improvement work – Proposed approach ii. Specific Workshop – Proposed relevant modules (Please limit to maximum of 4 pages)
Part C	Costing breakdown by components covering consulting fees, workshop, programme evaluation. (Please limit to maximum of 1 page per workshop)

Total Maximum page for RFP: 7 pages ONLY

Note: Consultant(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:

- RFP2021/SP/EB01/E-Marketplace
- RFP2021/SP/EB02/Coaching

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 consultant(s), coaches and company profile - turnover company, manpower and its success stories (testimony)	20%
2	Programme Content: Modules Detailed information on modules and technical classes for coaching sessions, implementation of programme and outcome-based KPI	60%
3	Budget Detailed cost information to support the proposed programmes (All matters pertaining to the logistic and implementation of the programme online or physical such as accommodations for trainer & assistant (twin sharing), flight ticket/ transportation, to be included in the budget)	20%
TOTAL		100%

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

7. Administrative matters

Training and coaching provider(s) interested in participating in the Request for proposal (RFP) process **must attend an online briefing session on 25th January 2021.**

In order to register and receive the invitation to the briefing session, please email rfp@insken.gov.my before 5.00 pm, 22nd January 2021. Please state your name, company, phone number, number of pax and mention your interest to attend the briefing session.

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

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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