**INSTITUT KEUSAHAWANAN NEGARA**

PROPOSAL TITLE : RFP2021/ET/IBT/SMOL1 rRFP2020/ET//SMOL1RFP2020/ET/IBT/SMOL1RFP2020/ET/IBT/SMOL1

**REQUEST FOR PROPOSAL FORMAT**

FOR E-BOARD COACHING

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

|  |  |  |
| --- | --- | --- |
| Company Name | : |  |
| Registration No | : |  |
| Year Incorporated | : |  |
| Type of Business Activity | : |  |
| Industry | : |  |
| Address & Phone No | : |  |
| Shareholder(s)/ Partner(s) & Highest Academic Qualifications & Working Experience | : | 1. |
| Trainers Line up & Specialisation,  Highest Academic Qualifications & Working Experience | : | 1. Name   Education  Position  Experience |
|  | 1. Name   Education  Position  Experience |
| Last year turnover (2018) | : | RM XXXX |
| Full Employee(s) | : |  |
| Experience in industry (consultants & trainers) | : |  |
| Experience in training | : | XX years |
| Track Record | : | **Business to Consumer (B2C)**  1.  2.  **Business to Business (B2B)**  1.  2. |

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

1. **PROGRAMME SPECIFICATIONS**

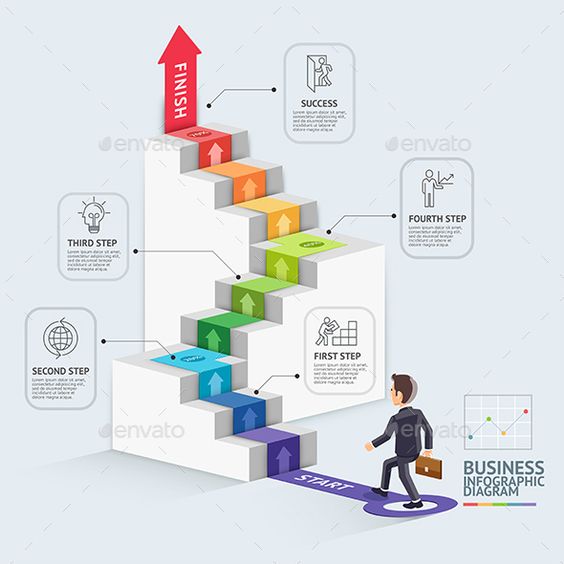
|  |  |  |
| --- | --- | --- |
| Programme | : | E-Board Coaching |
| Code | : | EB02 |
| Mode | : | Coaching |
| Platform | : | \*Telegram/WhatsApp/YouTube/Instagram/Facebook/Shopee/Lazada  (Please select platform accordingly and provide one proposal/platform) |
| \*Level (please stated based on proposed module) | : |  |
| Duration | : | 3 months :  (1x advanced training – based on platform chosen) – 2 days  (6x coaching sessions within 3 months)  1 session = 4 hours |
| \*Learning Objective (s) | : | Participants gain an in-depth understanding of the technical know-hows in digital marketing through the respective platform resulting in an **increase in sales** from thorough handholding by coaches |
| Expected Outcomes (s) | : | Participants’ increase in sales |
| \*Target Participant | : | 30 pax/per session |
| : |  |
| \*Pre requisite  (if any) | : |  |
| \*Special requirements? |  |  |
| Module Content(s) | : | (Depends on the platform chosen) |
| Details Trainer/Coach/ Highest Academic & social media accounts (Linkedin, FB, & Instagram)  \*please attached with trainers photo |  | Main Trainer/ Coach |
| : | 2nd Trainer/ Coach / Assistant  3rd Trainer/ Coach/ Assistant |
| Number of Team Members | : |  |
| \*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) | : |  |

As a guideline for entrepreneurs, we recommend you to include (in the form of a road map as an example in page 5) to enable participants, to see clearly how your module will help them. Also what other related modules that will help them to complete the course.

**EXAMPLE: PLANNING TIMELINE ROADMAP**

GOAL:

[Instagram to Promote Your Brand and Drive Sales](https://neilpatel.com/blog/drive-sales-with-instagram/)



ADVANCED:

INTERMEDIATE:

BEGINNER/INTERMEDIATE:

BEGINNER:

1. **PROGRAMME TENTATIVE (1X ADVANCED TRAINING)**

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

|  |  |  |
| --- | --- | --- |
| **TIME** | **DAY 1** | **DAY 2** |
| 0830-0900 am | **REGISTRATION** |  |
| 0900-1000 am | SLOT 1 : | SLOT 8 : |
| 1000-1030 am | BREAK | BREAK |
| 1030-1130 am | SLOT 2 : | SLOT 9 : |
| 1130-1230 nn | SLOT 3 : | SLOT 10 : |
| 1230-0100 pm | SLOT 4 : | SLOT 11: |
| 0100-0215 pm | LUNCH | LUNCH |
| 0215-0330 pm | SLOT 5 : | SLOT 12 : |
| 0330-0400 pm | BREAK | BREAK |
| 0400-0530 pm | SLOT 6 : | SLOT 13 : |
| PROGRAMME END |
| 0700-0800 pm | DINNER |
| 0800-1030 pm | SLOT 7 : |
| 1030-1100 pm |  |

1. **INSTRUCTIONAL GUIDE (1X ADVANCED TRAINING)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SLOT** | **TIME** | **DURATION** | **TITLE** | **LEARNING OUTCOME** | **ACTIVITY** | **MATERIAL** |
|  | 0830-0900 am | 30 min | **REGISTRATION** | | | |
| **1** | 0830-0900 am | 30 min | **Slot 1** : |  |  |  |
| **2** | 0900-1000 am | 60 min | **Slot 2** : |  |  |  |
|  | 1000-1015 am | 15 min | **AM TEA BREAK** | | | |
| **3** | 1015-0100 pm | 195 min | **Slot 3** : |  |  |  |
|  | 0100-0215 pm | 75 min | **LUNCH** |  |  |  |
| **4** | 0215-0330 pm | 75 min | **Slot 4** : |  |  |  |
|  | 0330-0345 pm | 15 min | **PM TEA BREAK** | | | |
| **5** | 0345-0530 pm | 135 min | **Slot 5** : |  |  |  |
|  | 0700-0800 pm | 120 min | **DINNER** | | | |
| **6** | 0800-1030 pm | 150 min | **Slot 6** : |  |  |  |
| **7** | 0830-0900 am | 30 min | **Slot 7** : |  |  |  |
| **8** | 0900-1000 am | 60 min | **Slot 8** : |  |  |  |
|  | 1000-1015 am | 15 min | **AM TEA BREAK** |  |  |  |
| **9** | 1030-0100 pm | 180 min | **Slot 9** : |  |  |  |
|  | 0100-0215 pm | 75 min | **LUNCH** |  |  |  |
| **10** | 0215-0330 pm | 75 min | **Slot 10** : |  |  |  |
|  | 0330-0345 pm | 15 min | **PM TEA BREAK** |  |  |  |
| **11** | 0345-0530 pm | 135 min | **Slot 11** : |  | * Pre Post Test * Evaluation Form |  |
| End of the Session |  |  |  |

1. **PROGRAMME TENTATIVE (6X COACHING)**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME** | **SESSION 1** | **TIME** | **SESSION 2** |
| 1st Hour | **REVIEW PROGRESS OF PARTICIPANTS**  (progress and achievement according to platform – page/ads/channel, likes, sales, ROI, viewers, subscribers) | 1st Hour | MODULE 1:  MODULE 2: |
| 2nd Hour | 2nd Hour |
| 3rd Hour | 3rd Hour |
| 4th Hour | 4th Hour |
| **TIME** | **SESSION 3** | **TIME** | **SESSION 4** |
| 1st Hour | **REVIEW PROGRESS OF PARTICIPANTS**  (progress and achievement according to platform – page/ads/channel, likes, sales, ROI, viewers, subscribers) | 1st Hour | MODULE 3:  MODULE 4: |
| 2nd Hour | 2nd Hour |
| 3rd Hour | 3rd Hour |
| 4th Hour | 4th Hour |

|  |  |  |  |
| --- | --- | --- | --- |
| **TIME** | **SESSION 5** | **TIME** | **SESSION 6** |
| 1st Hour | **REVIEW PROGRESS OF PARTICIPANTS**  (progress and achievement according to platform – page/ads/channel, likes, sales, ROI, viewers, subscribers) | 1st Hour | MODULE 5:  MODULE 6: |
| 2nd Hour | 2nd Hour |
| 3rd Hour | 3rd Hour |
| 4th Hour | 4th Hour |
| **TIME** | **SESSION 2** | **TIME** | **SESSION 4** |

1. **INSTRUCTIONAL GUIDE (6X COACHING)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SESSION** | **TIME** | **DURATION** | **TITLE/TOPIC** | **LEARNING OUTCOME** | **ACTIVITY** | **MATERIAL** |
| **1** |  | 4 hrs |  |  |  |  |
| **2** |  | 4 hrs |  |  |  |  |
| **3** |  | 4 hrs |  |  |  |  |
| **4** |  | 4 hrs |  |  |  |  |
| **5** |  | 4 hrs |  |  |  |  |
| **6** |  | 4 hrs |  |  |  |  |

**PART C : PROPOSED COSTING (20%)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| NO | ITEM | COST PER UNIT (RM) | UNIT | TOTAL COST (RM) |
| 1 | Training Delivery Fee |  |  |  |
| 2 | Training Materials - Workbooks and equipment |  |  |  |
| 3 | Assistants Cost |  |  |  |
| **Total RM** | | |  |  |

Cost per head RMXXX

Note: The costing is subject to further negotiation