1. COMPANY'S BACKGROUND

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development and Cooperatives (MEDAC) that provides entrepreneurship development initiatives through multiple training and coaching and special programmes with the key objective of assisting entrepreneurs in expanding their businesses and making it profitable.

In line with INSKEN's tagline; "Growing Tomorrow Entrepreneurs", INSKEN will always ensure that all of the programmes conducted are based on the industry needs. The programmes will be executed through smart collaboration with industry practitioners, professional and various agencies in order to strengthen national entrepreneurship ecosystem in Malaysia.

VISION

Realising the National Entrepreneurship aspiration through capacity building of entrepreneurs with outcomes.

MISSION

I. Strengthening the entrepreneurial development ecosystem by measuring outcomes.
II. Enhancing entrepreneur's ability to be resilient, competitive and global.
III. Encouraging collaborations between Ministries, Agencies and Industries.
IV. Preparing entrepreneurs to be catalysts and leading markets trends.

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Programme Background

In 2021, INSKEN aims to increase entrepreneurs' business scale, especially in terms of sales. In total, INSKEN had carried out 390 entrepreneurship programmes in 2020 and trained 78,872 entrepreneurs. Previously all programmes were conducted physically, but due to the pandemic, INSKEN had shifted its programmes online. Around 40% of the participants involved last year were aged between 25 and 34, 34% were between 35 and 44 years old, 16% were 45 years old and above, while those below the age of 24 accounted for 10% of the total participants.

Currently, most of the programmes' registration were done via an outsourced third party registration portal, an event management solution for professional conference organiser, event planners and corporate communication office which is based on subscription basis. The system captures key profile questions of the participants who wishes to register to participate in INSKEN's training programmes. The objective of having this system at that time was basically to ease the registration process of the trainings organised by INSKEN. The system was later assessed and few gaps were identified compared against the requirements from INSKEN's stakeholders especially the Ministry in obtaining data and statistics which are crucial for reporting and analysis purposes.

As such, INSKEN envisage to have a dedicated database management system with multiple functions or modules that can serve many internal stakeholders with a seamless integration of available systems across the organization. Currently, the programmes registration is managed independently by each Department with monitoring, tracking and analysis are done manually.

Purpose of RFP

INSKEN is issuing this Request for Proposals ("RFP") for a cloud-based Data Management System to provide the Programme Division (comprises of 4 departments) the capability to effectively collect, manage and analyse information of the registered participants as well as able to monitor, track the participant's progress, populate relevant data, generate reports on the program and manage the overall programme implementation. This capability includes software licenses and support, systems analysis, development, implementation and support services.

Currently the Programme Departments manage these processes independently with limitation on tracking of participants across different programmes or to share information as appropriate from one programme to another and have a synchronised database. In this regard, it is crucial for a strong database to be established which contains vital information such as demographics and profiles of each programme participants in order for a cohesive report to be generated for internal and external reporting purposes.

INSKEN is looking to identify and implement an integrated system aimed at providing a total solution that includes an online registration, profiling and data management system, online learning platform for training vendor management platform, monitoring and tracking features, data analytic tools with a dashboard serving the Programme team as well as our external BisKaunselors and Industries Coaches. To date, almost 79,000 participants have registered and enrolled in programmes across INSKEN and 1,865 programmes have been executed thus far.

This initiative will facilitate INSKEN to streamline and standardize data across departments through a common framework for organising types of programmes provided which enables consistent collection of demographic variables and risk indicators, detail profiling of each registered participant, clear information about service delivery, clear journey of new and existing participants participated in INSKEN's programme and development of proper evaluation plan for individual programmes as well as the appointed coaches/BisKaunselors to monitor and track their performance.

Existing systems

There are currently various independent systems across the organization to facilitate programme implementation as follows:

a) Evenesis – an event system used as a front system to capture the basic profile of participants who are interested in joining INSKEN programmes.

b) Individual portals – A portal that is currently being used by each Programme Owner to gauge a detail profile of the participants. A long survey questions need to be answered pertaining the industry and the participant's current sales, product, yearly income etc.

c) Surveys – Profiling questions created by the Programme Owners for screening purposes. The database and profiles are to be used for internal and external reporting.

d) IPRO – A system that monitor and tracks the performance of INSKEN coaching programme participants through various variables such as sales, profit and employment figures. The system also contains company profiles of participants for relevant assessments.

e) MyNEPt – A dedicated psychometric assessment system to gauge the tendency of the test taker towards becoming a successful entrepreneur based on identified measurement areas. The system consists of a set of 50 multiple answer questions with the results compared against successful entrepreneurs at both the national and international level can be downloaded upon test completion.

2. Scope of Work – MyINSKEN System Development

INSKEN is soliciting proposals from the qualified Vendors to establish, develop and implement a platform that can be integrated with multiple data sources in the most cost efficient and time efficient manner. The platform shall provide a total solution that has a smooth experience for the participants, programme owners, BisKaunselors/Coaches and INSKEN personnel that can be self-assessed, blended, explored and analysed without the help of data or IT experts.

a) Key Personas:

User/Role	Responsibility	Department	Focus Areas
All programme participants (new and old) and public	The public in general who would like to register and participate in any of INSKEN training programmes.	Public pool	• Registration for programme • Profile development • Unique registration
Executives/ Senior Executive	Would have bird's eye view in understanding and managing the end-to-end registration process of their programmes and registered participants	Programme Division	• Data management and analytics • Profile and demographic analysis • Programme assessment and segmentation • Monitoring and tracking • Management reports
Head of Programme & Directors	Would need necessary insights, monitoring and tracking performance and generate relevant reports		
BisKaunselors/ Coaches	Would require a platform to record data, assess, track	Programme Partner	• Programme Management • Modules/Course Management

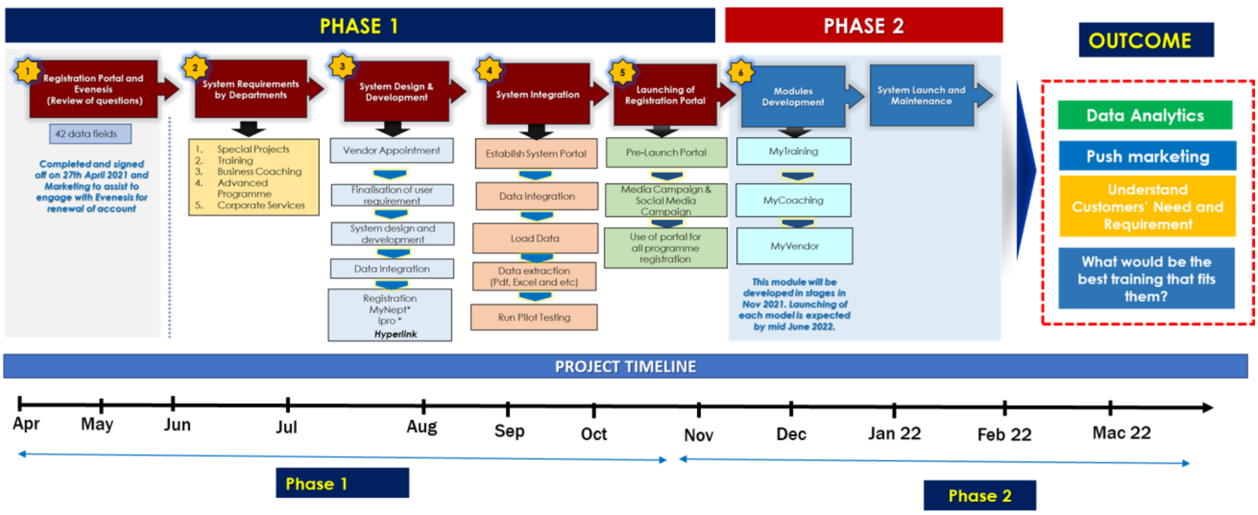
	and monitor progress of participants Manage modules/courses online		• Monitoring and tracking • Reporting to INSKEN
Vendors	Would require to register with INSKEN prior to any appointment for project execution	External	• Vendor registration
Admin	Module Manager that requires to manage and access into all information needed	INSKEN's personnel	

b) *Proposed "MyINSKEN" system framework*

The project is expected to be executed in 2 phases:-

i) ***Phase 1*** – The development of registration portal with the integration of the existing systems and database. (5 to 6 months)

ii) ***Phase 2*** – The development of key modules inclusive of analytics and push marketing modules (6 to 8 months)



The appointed vendor is expected to follow the timeline given and advice the team accordingly on the best way to develop the platform taking into consideration the historical data as well as the integration that needs to be conducted.

The areas of expertise and scope of work to cover the following:

a) Overall end to end system development
b) Experience in developing similar system
c) Able to carry out seamless system integrations with existing systems
d) Able to assist in data management, data massaging and data enrichment with minimal supervision by the internal team
e) Able to include the predictive modules with AI element for real time data monitoring and tracking
f) Able to assist and provide maintenance service for the next 12 months
g) Open to suggest the best modules to cater the nature of programme operations at INSKEN
h) Open to suggest for a better development of registration system and data management
i) Open to suggest on how the system can assist the team with data analytics and push marketing module

c) Functional Requirement:

#	Requirement	Details
1	Compatibility	• The system must be accessible and useable with current versions of commonly used browsers including but not limited to, IE8+, Google Chrome, Safari, Opera, and Firefox, across most widely used operating environments. • The system must utilise a mobile friendly, responsive design that is compatible on iOS and Android mobile devices.
2	System Performance	The system must be optimised for performance with minimal page load times.
3	Security	The system must be developed and tuned for strict security measures.
4	Integrations	The system must be designed and able to be integrated with the existing systems and any data sources available with third-party services.

#	Requirement	Details
5	Flexible	The system must be flexible and able to include any other modules that will be added in the future
6	Analytics	The system must be flexible with third-party analytics and Business Intelligent tools.
7	Dashboard and reporting	The system must be able to allow the administrator to extract any data and dashboard for the reporting purpose
8	Administrator	The system must have the function for system administrator.
9	Predictive analysis	The system must have a predictive analysis element to ensure the
10	Audit Trail	The system must be able to provide audit trail to all activities in the system.

Please refer **Appendix 1** for details on the scope of work.

3. Qualified Service Providers

The appointed vendor must be able to deliver the scope of works as append above with credible and sound experience with sufficient industry and/or professional experience in system development which include other relevant services needed.

4. Copyright of Products and/or Deliverables

The appointed vendor shall acknowledge and agree that any design/deliverables created for the purpose of this RFP shall be considered as a "work made for hire" and all rights to the said design/deliverables shall belong exclusively to INSKEN.

The appointed vendor shall be prohibited from disseminating all data and/or deliverables developed and funded under this programme to other parties without prior written consent of INSKEN.

5. Proposed Timeline:

We are proposing for the system to be developed into phases but not exceeding twelve (12) months period from the appointment date of the vendor.

6. Proposed Deliverables:

Submission to INSKEN

Based on the above requirement, kindly submit your proposals to Institut Keusahawanan Negera (INSKEN) **(via email to rfp@insken.gov.my by 18th June 2021, 5.30 pm)**. Document to be submitted to INSKEN are listed as below:

- Proposed costings
- System Development Plan/Proposal, Timeline and Milestones
- Project team members
- List of deliverables

Should you have any further clarification regarding this RFP do not hesitate to contact Puan Norliana (012-6716375) or Encik Fais Azlan (019-2211209) for further information.

7. Timeline

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

No.	Activity	Date
1	Issuance of RFP/RFQ document	3 June 2021
2	Deadline to register for RFP/RFQ briefing	8 June 2021
3	Briefing on RFP/RFQ document	11 June 2021
4	Deadline for submission of proposal(s)	18 June 2021
5	Selection of Service Provider(s)	22 June 2021
6	Proposal Pitching	24 June 2021
7	Appointment of Service Provider(s)	28 June 2021
8	Professional work commences	30 June 2021

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

8. Content of the Proposals

All proposals must include the following information:

Part A	Company profile & credentials, and content developers, industry player (s) & team member's profile including team's profile. (Please limit maximum of **2 pages**)
Part B	i. System Development Plan/Proposal – Proposed Activities, High Level Design, Implementation Timeline and Milestones. ii. Proposed relevant modules/content iii. Deliverables – What we can get out of the system developed? (Please limit maximum of 4 **pages**)
Part C	Costing breakdown by components covering each phase, activities, module development as well as maintenance (Please limit maximum of **1 page per workshop**)

Total Maximum page for RFP: 7 pages ONLY
Note: Industries players 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/AP/INSKEN2021/MYINSKEN

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9. Review and Selection

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

No.	Criteria	Percentage
1	**Testimonials and experience in similar system development** Experience and testimonials of the company, background and capacity/capability of taking up similar projects, able to provide maintenance and support	10%
2	**System Development Plan and Modules Development** Detailed planned on the system development, implementation plans, proposed modules/layout, data management and enrichment	60%
3	**Budget** Detailed cost information to support the proposed programmes (All matters pertaining to the logistic such as accommodations for trainer & assistant (twin sharing), flight ticket/ transportation, will be borne by INSKEN)	15%
4	**Milestone and Timeline** Detailed activities and milestone based on phases, able to complete expected deliverables based on timeline set out.	15%
TOTAL		**100%**

Only shortlisted training providers will be contacted and may be required to present their proposals to the selection panel.

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j) Administrative matters

Any interested vendors **must attend a briefing session** on **11th June 2021** virtually via Zoom or physically in Cyberjaya. (subject to the briefing session mode set up by INSKEN)

In order to register and receive the invitation to the briefing session, please email rfp@insken.gov.my **before 5.00 pm, 8th June 2021.** Please state your **name, company, phone number 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.

END OF DOCUMENT

Attachment 1 : Scope of Work details

No.	Modules	Description
1.	Registration for applicant/ participant	Application Module
		• To enable applicant to register through online on MyINSKEN platform. • To make it unique registration based on email and IC of each applicant. Each applicant needs to have a unique profile/case number for reference. • To establish registration for new applicant/existing applicant • For existing applicant, to load all the existing demographics information (no need to key in new data) • To make it mandatory for applicant to key in information on company and profile required. (e.g. Company's name, sector, location, telephone no., email address and etc.). This should be a standard data fields set out by INSKEN. • To enable applicant to key in information as per pre-screening requirements/checklist in the system • To be able to register application and create reference numbers for each project • To ensure all data captured previously being uploaded in the new system

No.	Modules	Description
		• To enable the applicant to update their profile shall information needed are missing prior to submit their registration. • To notify applicant if the profile is incomplete and need to be updated prior to complete their programme registration. • To enable applicant to create an account. Using NRIC and update their complete profile. • To notify applicant to complete their profile shall the system detected the profile is incomplete. • To notify applicant to choose the INSKEN's programme that they have attended before • To enable applicant to upload Business Proposal any other relevant documents required for further assessment by Programme Owner. Company Profile & Directors profile; Summary of Proposed Project; Pictures of products; Project Timeline; Marketing Strategy; Risk Management. • To enable applicant to upload project costing: Preliminary Detailed Abstracts ("PDA"); or Quotation / Invoice; and Board Resolution approving on the purchasing of the machinery and equipment.

No.	Modules	Description
		• To enable applicant to upload financial documentation: Audited Account (Latest for 3 years); Bank Statement (Latest 6 months); Cash Flow Projection (5 years); Letter Offer from Financial Institution – if any • To enable applicant to key in simple financials and sales record (IPRO) • To enable applicant to upload documents on project impact: Future job to be created; Economic impact on surrounding area. • To be able to track process flow by INSKEN on programme applied/ status • To be able to know status successful or rejected • To be able to have analysis / reports on number of registered applicant's for the programme • To be able to see applications' data (old, new, complete and incomplete application) in system • Programme owners would be able to analyse detail of registration based on demographics and able to access to check on complete profile of each applicant • To be able to check complete profile and programme to participant with detail information

No.	Modules	Description
		• To be able to do analytics, key statistics of participants of each programme • To be able to check sales report and performance of programme participants • To be able to prompt if the participant not completing their sales record/performance • To be able to display /prompt on what will be the next training/programme to attend • To be able for applicant to make payment for the programme participated • To be able to upload documents, pictures and slides by admin/trainers/coaches • To be able to print all profile/statistics/ dashboard reporting in a presentable format • To be able to have real time analysis / reports on number of programme participants, statistics and etc.. • To notify all on the upcoming trainings for registration

2.	Integration Module	• Able to integrate with the existing systems under INSKEN :-
		  o IPRO
		  o MyNEPT
		  o E-BizClinic
		• Able to integrate and embed google forms for surveys in the all modules to be developed (the programme owner might need to do a detail screening of

No.	Modules	Description
		participant based on the customised survey created) • Able to migrate and load all the available participants' profile data captured by INSKEN from Evenesis and any other mode • Able to integrate with INSKEN's corporate website • Able to integrate and embedded google analytics into the system/platform • Able to include data analytics inclusive predictive analytics into the system
3.	Training Module	**Admin:** • Able to have a function to add additional question (for some programme the user needs additional information to meet the criteria of the programme) • Able to received list of registered participants • Able to received list of participants who are attended in class • Able to view list of assignment/task/quiz during the training • Able to view scores of participants who are answer the quiz question • Able received feedback programme from participants • Able to received rating for trainer • Able to print or save E-Certificate • Able to received module from trainer

No.	Modules	Description
		• Able to view programme recommendation for each registered participant • Able to proceed/update status payment trainer • Able to have a function to promote the programme (for training still not meet the numbers) • Able to track the status training (No. of participants, date created, training date, start/in progress/completed) • Able to create the notification • Able to view report card (e.g. Quiz Score, performance during the training) • Enable to extract the date in excel/power point file • Enable to extract the archive file Able to store participant's database for other usage (awareness of upcoming programs, blast invitation etc) **Trainer:** • Able to receive the unique ID (for trainer who are already sign up in the system) • Able to receive registered participants information • Able to submit slide/module of the training to the admin • Able to verified participants attendance • Able to received & evaluate assignment/quizzes/post test • Able to upload photos of the training

No.	Modules	Description
		• Able to submit report to the Admin (Programme owner) • Able to view feedback/rating from Participant • Able to submit invoice & quotation • Able to received status payment (Once checklist complete) • Able to asses participants report Card **Individual/Participant/Corporate:** • Able to answer MyNEPT & Pre-Test question • Able to select programme (List of Programme) • Able to make payment and received E-Ticket & receipt) • Able to key in IPRO (sales & employee) • Able to submit attendance for workshop (• Able to view slide/module • Able to answer & submit Assignment/Quizzes/Post Test • Able to fill up feedback form (Program/Trainer/Venue) • Able to download E-Certificate • Able to view report card • Able to view post notification on program recommendation
4	Business Coaching Module	**Admin:** • Able to received registered participants (selected & unselected) • Able to send status to registered participants (selected & unselected)

No.	Modules	Description
		• Able to received Payment (Coaching Fees) • Able to view data IPRO Participants • Able to create participants group (Assign selected participants to selected Coach) • Able to received list of participants registered for workshop • Able to review slide/module workshop • Able to received registered trainer • Able to verified trainer (Send unique ID) • Able to verified proposed date for workshop from trainer • Able to monitor participants milestone • Able to monitor (Sales & Employee) Monthly • Able to monitor attendance participant (workshop & coaching session) • Able to received feedback for each complete coaching session • Able to received attendance for each coaching session • Able to received feedback form for Program/Coach/Venue) • Able to view participants Report Card • Able to key in E-certificate • Able to do assessment for trainer (program audit)

No.	Modules	Description
		• Able to channel participants recommendation programme • Able to receive Document for Trainer Payment **Coach/BisKaunselor:** • Able to received Unique ID from Admin (for registered coach) • Able to received list of selected participants • Able to set up calendar for workshop session or any session that involved in the coaching • Abe to submit slide/module workshop • Able to verified participants attendance • Able to key in Milestone/ Action Plan • Able to upload photo & attendance for the coaching session • Able to monitor participant's IPRO (sales & employee) monthly • Able to key in, monitor & update milestone checklist & status (timeline/Gantt chart/ action plan) • Able to update site visit (photo & attendance) • Able to submit report for each coaching session • Able to view Feedback/Rating from Participant • Able to submit Invoice for each complete coaching session to

No.	Modules	Description
		programme owner (Refer checklist) • Able to received payment (Once checklist complete) • Able to do recommendation program or training according participant needs **Individual/participant/corporate:** • Able to register as new participants (sign up), existing participants (sign in) and corporate (register under collaboration agencies) • Able to answer MyNEPT question • Able to select coaching programme (List of Programme) • Able to make payment and received E-Ticket & receipt (Coaching Fees) • Able to received calendar notification (join/not join workshop) • Able to key in and update IPRO (sales & employee) • Able to submit attendance for workshop • Able to view slide/module • Able to verified milestone/action plan • Able to submit attendance for each coaching session • Able to update milestone/action plan/progress • Able to update IPRO monthly (sales & employee)

No.	Modules	Description
		• Able to send feedback for each coaching session • Able to fill up feedback form (program/trainer/venue) • Able to download e-certificate • Able to view report card • Able post notification on program recommendation
5	Monitor and tracking module	**Training Programme:** • Able to monitor before, during and post training activities – Refer requirement training module • Able to monitor number of registrations • Able to monitor attendance of participants during the training • Monitor assignment that given by trainer • Monitor performance of trainer during the training through feedback **Coaching Programme:** • Able to monitor before, during and post coaching activities – Refer requirement coaching module • Able to monitor sales, profit, and employee • Able to monitor commitment that given by participants during the coaching session • Able to monitor the coaching activities • Able to monitor participant's business performance before

No.	Modules	Description
		and after attending coaching session through IPRO data • Able to track issue or milestone that set up by coach or BisKaunselor
6.	Analytics/Dashboard Reporting	• Programme Summary (i.e types of program, no. of participants by demographic, which trainings/programmes have attended/ profile details/sales performance etc) • Tracking on the programme Status 1. Attended/Completed 2. Waiting List 3. Upcoming 4. No. of participants trained • Enable analysis for each programme details • Enable to analyse a case to case basis of each registered profile (participants, BisKaunselor, Coaches or Trainers • Enable to track the performance of participants, BisKaunselor, Coaches or Trainers • Enable to track the sales performance data/report for each participant • Able to notify the programme owner on the pending data to be uploaded by the participants (on sales, any other important data) • Able to retrieve detail information based on the survey

No.	Modules	Description
		carried out by programme owner • All data from the surveys carried out on this platform to be integrated and included in the participant's profile • Able to monitor and track the take up number of participants of each trainings/programmes • Able to provide notification alert the programme owner on the shortage of number of participants 15 days prior to actual training date • Enable programme owner to blast the invite via email or WhatsApp to the target participants based on demographic chosen (e.g age, business sector, income level, years of becoming INSKEN's alumni etc) • Enable the programme owner to analyse the performance of BisKaunselor, Coaches and Trainers • Enable the programme owner to retrieve the statistical charts based on all information available • Enable to extract all information, data of all participants with regards to the programme • Amount disbursed of grant (if any) • Enable to extract the reports in excel/power point file • Enable to extract the archive file

No.	Modules	Description
		• Able to store applicant's database for other usage (awareness of upcoming programmes, blast invitation etc) • Able to extract the applicant's database in excel, PDF format etc. • All data to be retrieved in a standard format of font, column and etc.
7.	Predictive analysis	• Able to notify the programme owner which programme the participant has attended • Able to notify and lead the participant by telling them what would be the next journey/programme that he/she should attend based on their historical record. • Able to notify the programme owner, shall there is a target set for the participant to achieve in terms of sales, but half way through, if the performance is far from expected, the programme owner will be notified and measures need to be taken to rectify this matter • Able to forecast possibilities of programme turn out, sales performance of each participant etc (subject to the availability of historical data).