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**

1. Strengthening the entrepreneurial development ecosystem by measuring outcomes.
2. Enhancing entrepreneur’s ability to be resilient, competitive and global.
3. Encouraging collaborations between Ministries, Agencies and Industries.
4. Preparing entrepreneurs to be catalysts and leading markets trends.

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1. **SCOPE OF WORK – MYINSKEN SYSTEM ENHANCEMENT**

INSKEN is soliciting proposals from the qualified Vendors to enhance, establish and come out with ideas to improve MyINSKEN Portal that has been launch since January 2022. MyINSKEN is the main portal for online registration for all programmes’ at INSKEN which it has been used by entrepreneurs, trainer, coaches, BisKaunselor and INSKENs’ staff itself.

The enhancement of this system is crucial to make it easier to manage and standardize data pool and analysis across departments, including a framework for organizing types of programmes that provide a consistent collection of demographic variables and risk indicators. It will also capture and contain detailed profiling of each registered participant, clear information about service delivery, a clear journey of new and existing participants joining INSKEN’s programme as well as the appointed trainers/coaches/BisKaunselors, monitoring and tracking their performance shall the programme involve coaching or hand-holding.

1. **Proposed “MyINSKEN” Enhancement**

| **No.** | **Item** | **Description** |
| --- | --- | --- |
| 1 | Dashboard | 1. Programme summary - included in front page dashboard. total number of programme, past and upcoming. 2. Multiple filtering, date and state |
| 2 | Excel export button | 1. Programmes 2. Screening Portal 3. User/Business Database 4. Trainer Database 5. Programme - feedback, pre-test, post-test (subject to availability) |
| 3 | Programmes | 1. Programmes –    * 1. filter at header for specific column. enable multiple filtering by sequence      2. add new column - location of the programme (choices of state) and collaborating organization      3. able to set programme for private or public or mixed with specific quota (collaboration). add new column 2. Participants - Able to transfer participant to another programme if programme postponed or mistakes in registering programme 3. Pre-test |
| 4 | Group Registration | 1. Add option to choose programme before uploading list 2. Able to assign registered/non-registered MyINSKEN user to selected programme |
| 5 | Screening Portal | 1. Sort unsuccessful screening on top or filter at status |
| 6 | User/Business Database | 1. Adds new column Age, State, Gender 2. Filter by Profile status, Age, State, Gender |
| 7 | Trainer Database | 1. Button to activate & deactivate trainer (if contract has ended) |
| 8 | Calendar | 1. To separate calendar for Coaching and Training 2. Redo UI - to use one color for one department |
| 9 | Reporting | 1. To remove - feature duplication |
| 10 | Access | 1. To grant ONLY super admin can delete participants in Programme and MyINSKEN user |
| 11 | User Sign up | 1. Phone number to add fixed +6 in front of phone number. user only need to key in their phone number 2. Sign up via Facebook/Google to avoid from forgetting password. or create an App |
| 12 | Email/ SMS Marketing | 1. Database filtering by alphabet (A-Z) and multiple filters by demographics before sending email/SMS (State, Age, Gender) 2. Flexibility for basic text function. (Font size, text alignment, color) and background customization (Drag & drop function for email banner) 3. Reporting data both for SMS and Email; in terms of CTR, open rate and successful email or SMS send out. 4. Email preview before blasting 5. Email delivery scheduling |
| 13 | Programme Display – User Login | 1. Suggest the facade of programme listing appearance and filter function as per sample in the link: https://www.sidc.com.my/attend/programme/ |
| 14 | Registration questions | 1. To revise registration questions.   (Refer to Appendix 1) |
| 15 | Payment page | 1. To include t-shirt size question |

1. **Expectation on the vendor**

The appointed vendor is expected to develop and deploy the enhancement features within the agreed timeline. Besides that, the vendor is expected to advise DPA team the best practices, raise concerns and provide suggestions wherever they think the software could be better to cater the users’ needs. The areas of expertise to cover:

1. Overall end to end of the current MyINSKEN system as well as the enhancement
2. Experience working on a variety software development and enhancement project
3. Desire to work in fast-paced environment
4. Able to assist and provide maintenance service for specified period of time
5. Able to fix software errors on given timeline and improve its performance
6. Open to suggest the best modules to cater the nature of programme operations at INSKEN
7. Able to suggest for improvement in registration system and data management
8. Open to suggestions on how the system can assist the team with data analytics and push marketing modules.
9. **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 for enhancement of the system.

1. **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.

1. **PROPOSED TIMELINE:**

We are proposing for the system to be enhanced into phases and deployed within (12) months period from the appointment date of the vendor.

1. **PROPOSED DELIVERABLES:**

Submission to INSKEN

Based on the above requirement, kindly submit your proposals to Institut Keusahawanan Negara (INSKEN) **(via email to** [**rfp@insken.gov.my**](mailto:rfp@insken.gov.my) **by 7th November, 5.30 pm)**. Document to be submitted to INSKEN are listed as below:

* Enhancement costings
* System Enhancement & Improvement 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 Farhana Suhaimi at 03 - 83148877 or 017-6846225.

1. **TIMELINE**

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

| **No.** | **Activity** | **Date** |
| --- | --- | --- |
| 1 | Issuance of RFP document | 3rd week of September 2022 |
| 2 | Deadline to register for RFP briefing | 2nd week of October 2022 |
| 3 | Briefing on RFP document | 2nd week of October 2022 |
| 4 | Deadline for submission of proposal(s) | 2nd week of November 2022 |
| 5 | Selection of services providers | 3rd week of November 2022 |
| 6 | Proposal pitching | 4th week of November 2022 |
| 7 | Appointment of service provider | 4th week of November 2022 |
| 8 | Professional work commences | 1st week of December 2022 |

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

1. **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 | System Enhancement Plan/Proposal  (Please limit maximumof **4 pages**) |
| Part C | Costing breakdown by components covering each phase, enhancement as well as maintenance  (Please limit maximum of **1 page per workshop**) |

**Total Maximum page for RFP: 7 pages ONLY**

Note: The vendors 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](http://www.insken.gov.my/rfp). Please submit your proposal via online submission using the provided template and email to [rfp@insken.gov.my](mailto:rfp@insken.gov.my) with the header as follows:

* **RFP2022/DPA/INSKEN2022/MYINSKEN**

1. **REVIEW AND SELECTION**

The panel will evaluate proposals to determine the most an appropriate contents and outcomes. The panel will consist of members appointed at the INSKEN RFP Secretariat’s discretion.

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

|  |  |  |
| --- | --- | --- |
| **No.** | **Criteria** | **Percentage** |
| 1 | **Testimonials and experience in similar system enhancement**  Experience and testimonials of the company, background and capacity/capability of taking up similar enhancement, able to provide maintenance and support | 10% |
| 2 | **System Enhancement Plan and Modules Enhancement**  Detailed planned on the system enhancement, implementation plans, proposed modules/layout, data management and enrichment | 60% |
| 3 | **Budget**  Detailed cost information to support the proposed enhancement | 15% |
| 4 | **Milestone and Timeline**  Detailed enhancement and milestone based on phases, able to complete expected deliverables based on timeline set out. | 15% |
| **TOTAL** | | **100%** |

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

1. **ADMINISTRATIVE MATTERS**

Any interested vendors **must attend a briefing session** on **12th October 2022** 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](mailto:rfp@insken.gov.my) **before 5.00 pm, 6th October 2022.** Please state your:

1. **name,**
2. **company,**
3. **phone number and**
4. **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**