

1. BACKGROUND OF INSKEN

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development & Cooperatives (KUSKOP) 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 needs. Programme are executed through smart collaboration with industry practitioners, professionals and government agencies in order to strengthen the national entrepreneurship ecosystem.

Vision

Realizing the National Entrepreneurship aspiration through capacity development 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 in trends and market.

2. SCOPE OF WORK – PROGRAM BIMBINGAN PEMBANGUNAN PRODUK

INSKEN is soliciting proposals from qualified provider(s) to develop and conduct the *Program Bimbingan Pembangunan Produk* to scale up entrepreneurs and create viable and sustainable businesses by focusing on enhancement and improvement of products developed by the entrepreneurs. *Program Bimbingan Pembangunan Produk* is targeted to be implemented continuously throughout the year.

Please indicate in your proposal the details below:

- I. The level of understanding of the content of your modules, whether it is suitable for beginner, intermediate or advance
- II. Specific target group/industry
- III. Any pre-requisite to participate in the module

The coaching stage of the programme is as detailed below:

Code	Area
PP 201	(2 days – Advanced Workshop on <i>Pembangunan Produk</i>) (3x coaching – Improvement and develop new products/SKUs throughout 3 months)

Qualified training and coaching provider(s) are welcomed to submit proposals for the *Program Bimbingan Pembangunan Produk*.

The structure of *Program Bimbingan Pembangunan Produk* (PP201) are as follows:

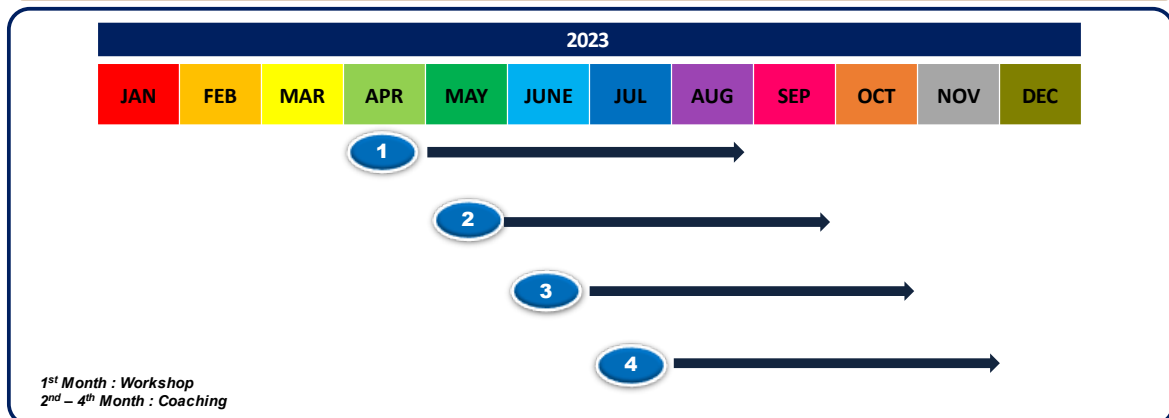
OBJECTIVE	<ul style="list-style-type: none"> • To train and guide entrepreneurs to review and enhance their products based on the following: <ol style="list-style-type: none"> 1) Concept 2) Price 3) Customer / market need • Provide assistance and support (training & coaching) to all entrepreneurs specific for product itself through systematic review, revision, and revamp their product in order to maximize their profit margin and sustain their businesses during the challenging period. • To equip the participants with full confidence in utilizing the knowledge on product development in their businesses. • To handhold each participant by reviewing their progress during coaching session. • To increase participants' sales performance.
PROGRAMME COMPONENTS	<ul style="list-style-type: none"> • 1x advanced workshop (maximum of 30 participants) on <i>Pembangunan Produk</i> module. • 3x coaching sessions throughout 3 months of programme.

OUTCOME	<p><u>COMPANIES KPI:</u></p> <ul style="list-style-type: none"> • At the end of the coaching programme, participants are expected to record sales increase by minimum of 20%. • Create a minimum of one (1) new product / SKU. • Creating new sales channels.
MODE	<ul style="list-style-type: none"> • Workshop (Physical) 2 days 1 night. • 3x Coaching session (Physical) one to one with each entrepreneur at their premise or any relevant place.
SCOPE OF WORK	<p><u>CONSULTANT(S) RESPONSIBILITY:</u></p> <ul style="list-style-type: none"> • To develop a structured workshop and coaching programme according to the requirements. • Provide 1x advanced workshop (maximum of 30 participants) on Product Development. • Provide 3x 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 training and 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 ensure participants at least one (1) new product / SKU. • To ensure participants create new sales channels • To encourage and ensure 100% of active participants will submit their monthly sales data in INSKEN IPRO application for monitoring. • Completion of 1x advanced workshop and 3x coaching sessions according to the schedule. • To submit coaching report (progress) in a timely manner in the first week of the next month.
PARTICIPANTS	<ul style="list-style-type: none"> • 30 participants (maximum)

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 <i>Pembangunan Produk</i>. • 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. • Alumni of INSKEN coaching program who had undergone and attended similar training and coaching will be an added value.

PROGRAM BIMBINGAN PEMBANGUNAN PRODUK

THE INPLEMENTATION OF PROGRAM BIMBINGAN PEMBANGUNAN PRODUK



COHORT PLANNING OF THE PROGRAMME : 4 COHORT : MAY (1 COHORT), JUNE (1 COHORT), JULY (1 COHORT) & AUGUST (1 COHORT)

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.

4. TIMELINE

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

No	Activity	Proposed Dates			
		Q1 (Jan – Mar 2023)	Q2 (Apr – Jun 2023)	Q3 (Jul – Sept 2023)	Q4 (Oct – Dec 2023)
1	Issuance of RFP document	23 rd February 2023 onwards			
2	Deadline to register for RFP briefing	3 Mar 2023	3 Apr 2023	3 July 2023	2 Oct 2023
3	Briefing on RFP document	7 Mar 2023	7 Apr 2023	7 July 2023	7 Oct 2023
4	Deadline for submission of proposal (s)	14 Mar 2023	14 Apr 2023	14 July 2023	16 Oct 2023
5	Selection of Service Providers (s)	19 Mar 2023	19 Apr 2023	20 July 2023	19 Oct 2023
6	Proposal Pitching	23 Mar 2023	28 Apr 2023	2 Aug 2023	26 Oct 2023
7	Appointment of Service Providers (s)	28 Mar 2023	8 May 2023	9 Aug 2023	2 Nov 2023
8	Professional work commences	1 Apr 2023 Onward	15 May 2023 Onward	16 Aug 2023 Onward	8 Nov 2023 Onward

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. INSKEN reserve to hold the consultant(s) submitted proposal for reference purposes.

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:

- RFP2023/C1/PP201/PembangunanProduk

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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 of the 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 provider(s) will be contacted and may be required to present their proposals to the selection panel.

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7. ADMINISTRATIVE MATTERS

Training and coaching provider(s) interested in participating in the Request for proposal (RFP) process **must attend the briefing session as per scheduled in the timeline in Section 4 OR other dates that will be informed by INSKEN.**

In order to register and receive the invitation to the briefing session, please email rfp@insken.gov.my before 5.00 pm, on the deadline to **register for RFP briefing (refer to Timeline in Section 4).** Please state your name, company, phone number and mention your interest to **attend the briefing session.** Invitation or Links to the Zoom / Google Meet session will be given only to registered provider(s).

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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