

**INSTITUT KEUSAHAWANAN NEGARA
REQUEST FOR PROPOSAL FORMAT**

FOR PROGRAM BIMBINGAN PEMBANGUNAN PRODUK

PART A: COMPANY PROFILE (20%)

Company Name	:	
Registration No	:	
Year Incorporated	:	
Type of Business Activity	:	1.
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
	:	2. Name Education Position Experience

Last year turnover (2022)	:	RM XXXXXX
Full Employee(s)	:	
Experience in industry (consultants & trainers)	:	
Experience in training	:	XX years
Track Record	:	<p>Business to Consumer (B2C)</p> <ol style="list-style-type: none"> 1. 2. <p>Business to Business (B2B)</p> <ol style="list-style-type: none"> 1. 2.

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

i. PROGRAMME SPECIFICATIONS

Programme	:	Program Bimbingan Pembangunan Produk
Code	:	PP201
Mode	:	Training & Coaching
*Level (please stated based on proposed module)	:	1.
Duration	:	3 months: (1x advanced workshop) – 2 days (3x coaching sessions within 3 months) 1 session = 2 hours
*Learning Objective (s)	:	<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) Concept2) Price3) 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.
Expected Outcomes (s)	:	<ol style="list-style-type: none">1) Participants' increase in sales2) Create a minimum of one (1) new product / SKU3) Creating new sales channels
*Target Participant	:	30 pax
*Pre requisite (if any)	:	
*Special requirements?	:	

Module Content(s)	:	(Depends on the topic)
Details Trainer/Coach/ Highest Academic & social media accounts (Linkedin, FB, & Instagram)	:	Main Trainer/ Coach 2 nd Trainer/ Coach / Assistant 3 rd Trainer/ Coach/ Assistant
*please attached with trainers photo		
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

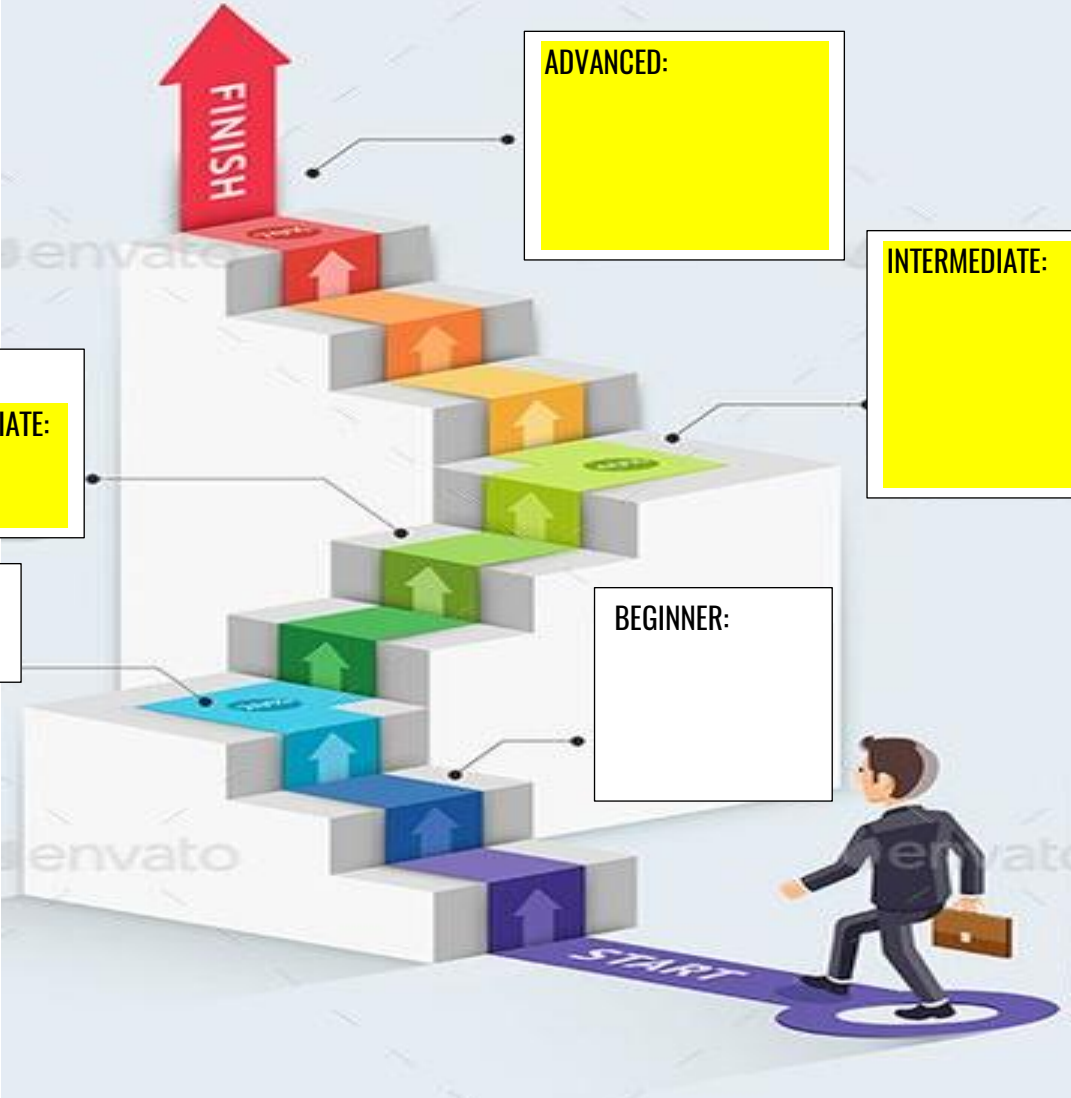
GOAL:

BEGINNER/INTERMEDIATE:

ADVANCED:

INTERMEDIATE:

BEGINNER:



ii. PROGRAMME TENTATIVE (1X ADVANCED WORKSHOP)

TIME	DAY 1	DAY 2
0830-0900 am	REGISTRATION	
0900-1000 am	SLOT 1 :	SLOT 7 :
1000-1030 am	BREAK	BREAK
1030-1130 am	SLOT 2 :	SLOT 8 :
1130-0100pm	SLOT 3 :	SLOT 9 :
0100-0215 pm	LUNCH	LUNCH
0215-0430 pm	SLOT 4 :	SLOT 10 :
0430-0515 pm	BREAK	PROGRAMME END
0515-0630 pm	SLOT 5 :	
0630-8.30pm	BREAK	
8.30-10.00pm	SLOT 6 :	
10.00-10.30pm	BREAK	

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

iii. **INSTRUCTIONAL GUIDE (1X ADVANCED WORKSHOP)**

SLOT	TIME	DURATION	TITLE	LEARNING OUTCOME	ACTIVITY	MATERIAL
	0830-0900 am	30 min	REGISTRATION			
1	0900-1000 am	60 min	Slot 1 :		•	•
	1000-1030 am	30 min	AM TEA BREAK		1000-1015 am	15 min
2	1030-1130 am	60 min	Slot 2 :		•	•
3	1130-0100 pm	90 min	Slot 3 :		•	•
	0100-0215 pm	75 min	LUNCH			
4	0215-0430 pm	135 min	Slot 4 :		•	•
	0430-0515 pm	45 min	PM TEA BREAK			
5	0515-0630 pm	45 min	Slot 5 :		•	
	0630-0830 pm	120 min	DINNER			
6	0830-1000 pm	90 min	Slot 6 :		•	•
	1000-1030pm	30 min	NIGHT BREAK			
8	0830-1000 am	90 min	Slot 7 :		•	•
	1000-1030 am	30 min	AM TEA BREAK			
9	1030-1130 pm	60 min	Slot 8 :		•	•
10	1130-0100 pm	90 min	Slot 9 :		•	•
	0100-0215 pm	75 min	LUNCH			
10	0215-0430 pm	75 min	Slot 10 :		• Pre-Post Test • Evaluation Form	•
			End of the Session			

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

iv. PROGRAMME TENTATIVE (3X COACHING)

TIME	SESSION 1	TIME	SESSION 2
1 st Hour	REVIEW PROGRESS OF PARTICIPANTS	1 st Hour	MODULE 1:
2 nd Hour	Diagnose product in market (Example)	2 nd Hour	MODULE 2:
TIME	SESSION 3		
1 st Hour	REVIEW PROGRESS OF PARTICIPANTS		
2 nd Hour	Placement product in the market		

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

v. INSTRUCTIONAL GUIDE (3X COACHING)

SESSION	TIME	DURATION	TITLE/TOPIC	LEARNING OUTCOME	ACTIVITY	MATERIAL
1		2 hrs				
2		2 hrs				
3		2 hrs				

PART C: PROPOSED COSTING (20%)

NO	ITEM	COST PER PAX (RM)
1	Training Delivery Fee (Include training materials and assistants' cost; if applicable)	
2	Coaching Delivery Fee (Include training materials and assistants' cost; if applicable)	
3	Transportation & Accommodation	
Total RM		

Cost per head RMXXXX

Note: The costing is subject to further negotiation