

**INSTITUT KEUSAHAWANAN NEGARA  
REQUEST FOR PROPOSAL FORMAT**

**FOR INSKEN TRAINING PROGRAMME**

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

<b>Company Name</b>	<b>:</b>	<b>Info Minda Sdn Bhd</b>
<b>Registration No</b>	<b>:</b>	<b>IM – 075631 – D</b>
<b>Year Incorporated</b>	<b>:</b>	<b>2013</b>
<b>Type of Business Activity</b>	<b>:</b>	<b>1. Owner Puteri 7 Restaurant at Batu Pahat, Johor</b> a) Year in operation, 10 years b) 24 employees c) 3 branch  <b>2. Business Consultants for F&amp;B</b>
<b>Industry</b>	<b>:</b>	<b>F&amp;B</b>
<b>Address &amp; Phone No</b>	<b>:</b>	<b>Info Minda Sdn Bhd</b> <b>No 8-1, Jalan Usahawan 7,</b> <b>Pusat Bandar Damansara</b> <b>50450 Kuala Lumpur</b> <b>Email : hello@infominda.com</b> <b>No Tel: 03 – 8314 6666</b> <b>No Fax: 03 – 8314 7777</b>
<b>Shareholder(s)/ Partner(s) &amp; Highest Academic Qualifications &amp; Working Experience</b>	<b>:</b>	<b>1. Encik Abu Bin Ali</b> <b>MSc in Supply Chain Management (USM), 1984, Director</b> <b>of Operation TNB</b>  <b>2. Puan Fatimah Ahmad</b> <b>Advanced Diploma in Business Studies (Majoring in</b> <b>International Business) (ITM Shah Alam), 1990, Senior</b> <b>Manager (10 years of experienced in customer</b>

		relationship & corporate serProduct Development, Supply Chain, Operations Management)
Trainers Line up & Specialisation, Highest Academic Qualifications & Working Experience	:	<p>1. Encik Abu Bin Mokhtar Education : MBA (UTM), 2010 Position : Consultant Experience : Senior Consultants, SIRIM Berhad (12 years of experienced in Product Development, Supply Chain, Operations Management)</p>
		<p>2. Encik Azman Bin Johan Education : BBA Marketing (University of Adelaide), 1999 Position : Consultants Experience : Senior Sales Manager (15 years of experienced in Business Development, Sales and Client Engagement Management)</p>
Last year turnover	:	RM3,456,531.40
Full Employee(s)	:	15
Experience in industry (consultants & trainers)	:	21 years
Experience in training	:	5 years
Track Record	:	<p><b>Business to Consumer (B2C)</b> Trained 3,000 participants throughout the country on various topics such as supply chain, operations management, enterprise resource planning etc.</p> <p><b>Business to Business (B2B)</b>  a) Petronas  b) Sime Darby Motor  c) UMW Toyota  d) Suruhanjaya Koperasi Malaysia (SKM)  e) Kementerian Kemajuan Luar Bandar &amp; Wilayah (KKLW)  f) Dewan Perniagaan Melayu Malaysia (DPMM)</p>

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

**i. PROGRAMME SPECIFICATIONS**

Programme	:	<i>Strategi Pemasaran Offline dan Online untuk Bisnes</i>
Code	:	SM01
Mode	:	Training
*Level (please stated based on proposed module)	:	1. Beginner 2. Intermediate 3. Advanced
Duration	:	2 Days 1 Night (INSKEN TRAINING PROGRAMME) Day 1 : 8.00 am until 10.00 pm Day 2 : 8.00 am until 6.00 pm  3 Days 2 Night (INSKEN INDUSTRY-BASED TRAINING) Day 1 : 8.00 am until 10.00 pm Day 2 : 8.00 am until 10.00 pm Day 3 : 8.00 am until 6.00 pm
*Learning Objective (s)	:	Min 3, Max 7
Expected Outcomes (s)	:	Min 3, Max 7
*Target Participant	:	Level : New/ Start-up/ Scale-up/ Large
	:	Industry base or Open?
*Pre requisite (if any)	:	Participants have already attended basic course
*Special requirements?		Location should be nearby mall area for selling activity
Module Content(s)	:	1. 2.

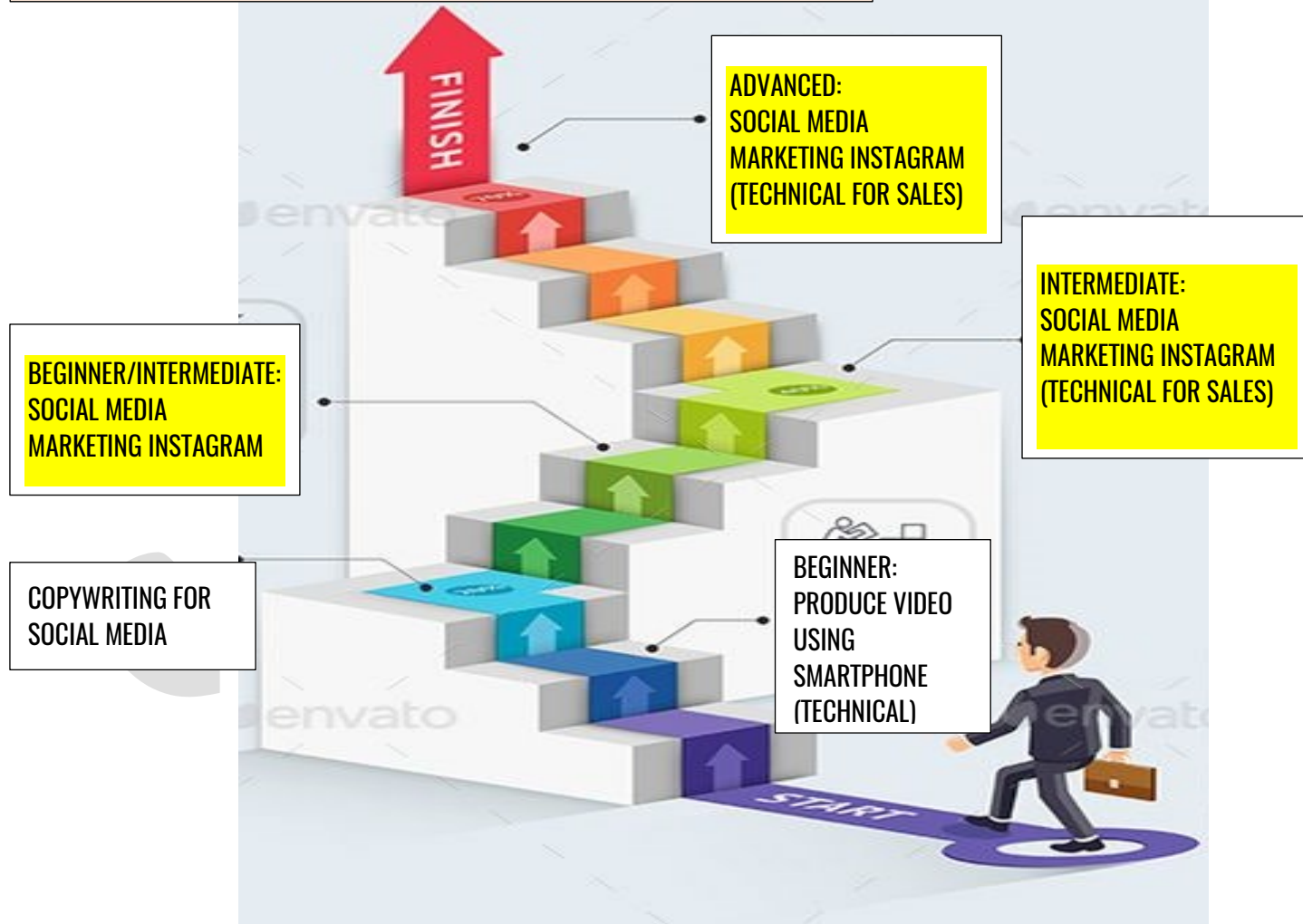
		3. 4. 5. 6. 7.
<b>Details  Trainer/Coach/  Highest  Academic &amp;  social media  accounts  (Linkedin, FB, &amp;  Instagram)</b>		<b>Main Trainer/ Coach</b>  Encik Abu Bin Ali MSc in Supply Chain Management (USM), 1989 Linkedin : Abu Ali Facebook : Info Minda Instagram : Info Minda
<b>*please attached  with trainers  photo</b>	:	<b>2nd Trainer/ Coach / Assistant</b>  Encik Abu Bin Ali MSc in Supply Chain Management (USM), 1989 Linkedin : Abu Ali Facebook : Info Minda Instagram : Info Minda
<b>Number of Team  Members</b>	:	<b>Numb of paxs</b>
<b>*Make your pitch,  why this module  is important to  entrepreneurs  and how it can  help/support  them to improve  their daily  operations.</b>  <b>(Not more than  50 words &amp; avoid  generic pitches)</b>	:	

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.

SAMPLE

## EXAMPLE: PLANNING TIMELINE ROADMAP

GOAL: INSTAGRAM TO PROMOTE YOUR BRAND AND DRIVE SALES



ii. **PROGRAMME TENTATIVE (2 Days. 1 Night)**

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

TIME		
0830-0900 am	<b>REGSITRATION</b>	
0900-1000 am	SLOT 1 : Ice Breaking and Business/Industry Overview	SLOT 8 : Productivity Management and Quality Management
1000-1015 am	<b>MORNING TEA BREAK</b>	<b>MORNING TEA BREAK</b>
1030-1130 am	SLOT 2 : Business/ Industry Compliance	SLOT 9 : cont. Productivity Management and Quality Management
1130-1230 nn	SLOT 3 : Operations Planning	SLOT 10 : Economics of Maintenance and Spares Management
1230-0100 pm	SLOT 4: Designing Operational Systems and Control	SLOT 11: Case study
0100-0215 pm	<b>LUNCH</b>	<b>LUNCH</b>
0215-0400 pm	SLOT 5: cont. Designing Operational Systems and Control	SLOT 12: cont. Economics of Maintenance and Spares Management
0400-0415 pm	<b>NOON TEA BREAK</b>	<b>NOON TEA BREAK</b>
0415-0530 pm	SLOT 6: Production Planning and Control	SLOT 13: Summary, Wrap Up & Conclusion Certificate giving
		<b>PROGRAMME END</b>

0700-0800 pm	DINNER	
0800-1030 pm	SLOT 7: cont. Production Planning and Control	
1030-1100 pm	SUPPER/ END DAY 1	

### iii. INSTRUCTIONAL GUIDE

SLOT	TIME	DURATION	TITLE	LEARNING OUTCOME	ACTIVITY	MATERIAL
	0830-0900 am		REGISTRATION			
1	0830-0900 am	30 min	Slot 1 : Registration, Ice Breaking & Introduction of the Programme	N/A	<ul style="list-style-type: none"> <li>• Video show</li> <li>• Ice Breaking Game</li> <li>• Briefing</li> </ul>	<ul style="list-style-type: none"> <li>• Video</li> <li>• INSKEN slides</li> <li>• Others</li> </ul>
2	0900-1000 am	60 min	Slot 2 : Introduction of Operations Management	Conceptualize the business operations	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Exercise</li> </ul>	<ul style="list-style-type: none"> <li>• Workbook</li> </ul>
	1000-1015 am	15 min	AM TEA BREAK			
3	1015-0100 pm	195 min	Slot 3 : Operations Planning	Prepare the Operations Plan	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Case Study</li> </ul>	<ul style="list-style-type: none"> <li>• Workbook</li> </ul>
	0100-0215 pm	75 min	LUNCH			
4	0215-0330 pm	75 min	Slot 4 : Designing Operational Systems and Control	Provide framework for system operations and control	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Exercise</li> </ul>	<ul style="list-style-type: none"> <li>• Workbook</li> </ul>



	0330-0345 pm	15 min	<b>PM TEA BREAK</b>			
<b>5</b>	0345-0530 pm	135 min	<b>Slot 5 : Production Planning and Control</b>	Proper projection of raw materials /input and end products	• Dialogue	
	0700-0800 pm	120 min	<b>DINNER</b>			
<b>6</b>	0800-1030 pm	150 min	<b>Slot 6 : cont Production Planning and Control</b>	Q&A on matters pertaining respective participants business operations	• Lecture • Case Study • Exercise	• Workbook
<b>7</b>	0830-0900 am	30 min	<b>Slot 7 : Productivity Management and Quality Management</b>	Create effective & efficient production of end products	• Lecture • Case Study • Exercise	• Workbook
<b>8</b>	0900-1000 am	60 min	<b>Slot 8 : Productivity Management and Quality Management (Continued)</b>	-ditto-	• Lecture • Case Study • Exercise	• Workbook
	1000-1015 am	15 min	<b>AM TEA BREAK</b>			
<b>9</b>	1030-0100 pm	180 min	<b>Slot 9 : Economics of Maintenance and Spares Management</b>	Proper plan of maintenance of equipment	• Lecture • Case Study • Exercise	• Workbook
	0100-0215 pm	75 min	<b>LUNCH</b>			
<b>10</b>	0215-0330 pm	75 min	<b>Slot 10 : Economics of Maintenance and Spares Management (Continued)</b>	-ditto-	• Lecture • Case Study • Exercise	• Workbook
	0330-0345 pm	15 min	<b>PM TEA BREAK</b>			

11	0345-0530 pm	135 min	Slot 11 : Summary, Wrap Up & Conclusion	N/A	• Pre Post Test • Evaluation Form	
			End of the Session	N/A		

**PART C : PROPOSED COSTING (20%)** (for 30 participants, 2 days workshop)

NO	ITEM	COST PER UNIT (RM)	UNIT	TOTAL COST (RM)
1	Training Delivery Fee (RM3,500 x 2 days)	3,500.00	1	7,000.00
2	Assistant (RM600 x 2 days)	600.00	1	1,200.00
3	Stationeries, workbooks, cover module and equipment	500.00	30	500.00
4	Programme Venue, will be provided by INSKEN	N/A		N/A
5	Food & Beverages For 1 Trainer and 1 Assistant, will be borne by INSKEN throughout the training session (exclude lunch and dinner for early check-in)	N/A		N/A
6	Accommodation For Trainer & Assistant, will be borne by INSKEN (twin sharing) only.	N/A		N/A
7	Transportation For Trainer & Assistant optional either. Transportation allowance will be determine by INSKEN based on location of programme (case to case basis).	N/A		N/A
		<b>Total RM</b>		<b>8,600.00</b>

Note: The costing is subject to further negotiation