

INSTITUT KEUSAHAWANAN NEGARA BERHAD (INSKEN)
REQUEST FOR PROPOSAL FORMAT
FOR INSKEN SPECIAL PROGRAMME – SATU DAERAH SATU INDUSTRI
(SDSI)

PART A : COMPANY PROFILE (20%)

Company/Business Name	:	Info Minda Sdn Bhd
Registration No	:	IM – 075631 – D
Year Incorporated	:	2013
Address & Phone No	:	Info Minda Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 – 8314 6666 No Fax: 03 – 8314 7777
Shareholder(s)/ Partner(s) & Highest Academic Qualifications & Working Experience	:	a) Encik Abu Bin Ali MSc in Supply Chain Management (USM), 1984, Director of Operation TNB b) Puan Fatimah Ahmad Advanced Diploma in Business Studies (Majoring in International Business) (ITM Shah Alam), 1990, Senior Manager (10 years of experienced in customer relationship & corporate serProduct Development, Supply Chain, Operations Management)
Team members line up & Specialisation, Highest Academic Qualifications & Working Experience	:	a) Encik Abu Bin Mokhtar MBA (UTM), Senior Consultants, SIRIM Berhad (12 years of experienced in Product Development, Supply Chain, Operations Management)
Consultant/Lead Coach:		Encik Abu Bin Mokhtar
Last year turnover (2017)	:	RM3,456,531.40

Full Employee(s)	:	15
Experience in industry	:	21 years
Experience in training	:	5 years
Track Record	:	<p><u>Business to Consumer (B2C)</u> Trained 3,000 participants throughout the country on various topics such as supply chain, operations management, enterprise resource planning etc.</p> <p><u>Business to Business (B2B)</u> a) Petronas b) Sime Darby Motor c) UMW Toyota d) Suruhanjaya Koperasi Malaysia (SKM) e) Kementerian Kemajuan Luar Bandar & Wilayah (KKLW) f) Dewan Perniagaan Melayu Malaysia (DPMM)</p>

PART B: PROGRAMME SPECIFICATIONS, TIMELINE & WORKPLAN AND DELIVERABLES (60%)

i. Programme Specifications – Overall Programme

Programme	:	Satu Daerah Satu Industri (SDSI)
Code	:	RFP2022/CDEV/INSKEN2022/SDSI/HALAL
Mode	:	Consultation & Coaching
Tenure	:	3 - 6 months
Objective	:	<ul style="list-style-type: none"> • To advice on Malaysia Halal JAKIM certification process and document preparation to meet the requirement. • To check and prepare the necessary documents from the applicants for the pre-submission process of the JAKIM Halal certification. • To audit on premises and to provide the Non-Conformance Report (NCR) for improvement. • To submit the application and documentations on behalf of the applicants and follow up with JAKIM on the application status. • To plan a proper sales and branding activities exposure after getting the Halal certification.
Target Participant	:	Total of 4 industries (No. of entrepreneurs is based on INSKEN's requirements)
Content	:	<p>Proposed content programme (Programme Details) to propose for detail implementation plan, specs, reporting format, programme modules, and way forward for the programme. Please refer below:</p> <ol style="list-style-type: none"> 1. Site visit for pre-audit 2. Full extensive report on pre-consultation work 3. Advice & consulting work on company operation process and workflow. 4. Document preparations & submission 5. Follow up work after submission. 6. Sales and branding plan post Halal certification.

Submission by & Address	Info Minda Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 – 8314 6666 No Fax: 03 – 8314 7777 Contact name : Pn Azizah binti Abu (012 – 345 6789)
Coach, Highest Academic & social media accounts (Linkedin, FB, Twitter & Instagram)	: Encik Abu Bin Ali MSc in Supply Chain Management (USM) Linkedin : Abu Ali Facebook : Info Minda Twitter : Info Minda Instagram : Info Minda
Make your pitch (Not more than 30 words & avoid generic pitches)	e.g We have 15 years experiences in halal related consulting and coaching matters. We assisted company to get their Halal certification from the start until the end to ensure that the process ran smoothly without any hiccups and trouble for the company. We also provide post Halal certification branding plan and activities to increase sales.

ii. Proposed Project Timeline & Work Plan (*Potential service provider may propose on the work description, duration and dates that fit/suitable to the programme*)

No	Item	Work Description	Proposed Duration	Proposed Date
1.	Site Visit	-Total industries: 4 -Estimation of entrepreneurs: 5 from each industries = 20 entrepreneurs	2 Weeks	2 nd October – 13 th October 2023
2.	Non-Conformance Report (NCR) Preparation	-Comprehensive report preparation	1 Week	16 th October – 20 th October 2023

3.	Improvement based on NCR Report	-Documents preparation	1 Month	23 rd October 2023 – 17 th November 2023
4.	Submission of Halal application via website		1 Week	20 th November 2023 – 24 th November 2023
5.	Follow up on Halal application status		1 month	26 th November – 23 th December 2023
6.	Training on sales and branding post halal certification	-Product positioning -Marketing plan	2 Days	TBC (after halal certification obtained)

iii) Instructional Guide for Kick off Training for 2 days (Product positioning & marketing plan) (*Potential service provider may propose on other modules/activities/materials that is fit/suitable to the programme*)

Slot	Time	Duration	Title	Learning Outcome	Activity	Material
1	8.30 – 9.00 am	30 min	Slot 1 : Registration, Ice Breaking & Introduction of the Programme	N/A	<ul style="list-style-type: none"> • Video show • Ice Breaking Game • Briefing 	<ul style="list-style-type: none"> • Video • INSKEN slides • Others
2	9.00 – 11.30 am	60 min	Slot 2 : Proposed Topic	Understand Farm standard operating procedure	<ul style="list-style-type: none"> • Pre Test • Video show • Q& A 	<ul style="list-style-type: none"> • Workbook
	10.00 – 10.15 am	15 min	AM TEA BREAK			
3	10.15 – 1.00 pm	195 min	Slot 3 : Proposed Topic	Understand Agro Business Cash Flow	<ul style="list-style-type: none"> • Lecture • Case Study • Exercise 	<ul style="list-style-type: none"> • Workbook
	1.00 – 2.15 pm	75 min	LUNCH			
4	2.15 – 3.30 pm	75 min	Slot 4 : Proposed Topic	xx	<ul style="list-style-type: none"> • Lecture • Exercise 	<ul style="list-style-type: none"> • Workbook
	3.30 – 3.45 pm	15 min	PM TEA BREAK			
5	3.45 – 6.00 pm	135 min	Slot 5 : Proposed Topic	xx	<ul style="list-style-type: none"> • Dialogue 	
	6.00 – 8.00 pm	120 min	DINNER			

PART C : PROPOSED COSTING (20%) – *(Potential service provider may propose on cost that fit/suitable to the programme)*

No	Item	Proposed Cost Per Unit (RM)	Unit	Proposed Total Cost (RM)
1	Site Visit - Pre-audit (5 entrepreneurs x 4 industries)	1,000.00	20	20,000.00
2	Non-Conformance Report (NCR) (5 entrepreneurs x 4 industries)	500.00	20	10,000.00
3	Cost for Halal Certification documents preparation, submission & follow up (5 entrepreneurs x 4 industries)	15,000.00	One-off	15,000.00
4.	Training post Halal Certification (5 entrepreneurs x 4 industries)	5,000.00	One-off	5,000.00
5.	Estimated cost of travelling	20,000.00	One-off	20,000.00
Total				65,000.00 (for 20 ent)

Note: The costing is subject to further negotiation