

**INSTITUT KEUSAHAWANAN NEGARA BERHAD**  
**REQUEST FOR PROPOSAL FORMAT**  
**FOR INSKEN START-UP COACHING PROGRAMME (STC)**

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

<b>Company/Business Name</b>	: Info Minda Sdn. Bhd.
<b>Registration Number</b>	: IM - 075631 - D
<b>Year Incorporated</b>	: 2013
<b>Address &amp; Phone Number</b>	: 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
<b>Shareholder(s)/Patner(s), Highest Academic Qualifications &amp; Working Experience</b>	: 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 service, Product Development, Supply Chain, Operations Management)
<b>Team Members Line Up &amp; Specialisation, Hightsheet Academic Qualifications &amp; Working Experience</b>	: a) Encik Abu Bin Mokhtar MBA (UTM), Senior Consultants, SIRIM Berhad (12 years of experienced in Product Development, Supply Chain, Operations Management)  b) Encik Azman Bin Johan BBA Marketing (University of Adelaide), Senior Sales Manager (15 years of experienced in Business Development, Sales and Client Engagement Management)
<b>Last Year Turnover (2017)</b>	: RM 3,456,531.40
<b>Full Time Employee(s)</b>	: 15 employees
<b>Experience in Industry</b>	: 21 years
<b>Experience in Training</b>	: 5 years

<b>Track Record</b>	: <b><u>Business to Consumer (B2C)</u></b> Trained 3,000 participants throughout the country on various topics such as supply chain, operations management, enterprise resource planning etc.  <b><u>Business to Business (B2B)</u></b> 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)
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## **PART B : PROGRAMME SPESIFICATIONS, TENTTATIVE & INSTRUCTIONAL GUIDE (60%)**

### **I. PROGRAMME SPECIFICATIONS – COACHING**

<b>Programme</b>	:	<b>START-UP COACHING PROGRAMME (CAFÉ &amp; RESTAURANT)</b>
<b>Code</b>	:	<b>STC03 – CAFÉ &amp; RESTAURANT</b>
<b>Mode</b>	:	<b>Coaching</b>
<b>Tenure</b>	:	<b>Within 6 months</b>
<b>Objective</b>	:	<b>1. To guide entrepreneurs to start their business accordingly through coaching by the industry player (as a coach) for them to achieve their business goals and promoting growth.</b> <b>2. To ensure entrepreneurs learn and apply business technical know-how in their business to be sustainable and more resilient.</b> <b>3. To equip entrepreneurs with relevant knowledge and understanding on current trends, issues and challenges in order to be sustainable within the industry.</b>
<b>Target Participant</b>	:	<b>Based on INSKEN's requirements</b>
<b>Content</b>	:	<b>Proposed area of coaching that you think important to scale-up business :</b> <b>1. xxx</b> <b>2. xxx</b>
<b>Submission by &amp; Address</b>	:	<b>Info Minda Sdn. Bhd.</b> <b>No. 8-1, Jalan Usahawan7</b> <b>Pusat Bandar Damansara</b> <b>50450 Kuala Lumpur</b> <b>No. Tel : 03 – 8314 6666</b> <b>No. Fax : 03 – 8314 7777</b> <b>Contact Name : Puan Azizah Binti Abu (012 – 345 6789)</b>
<b>Coach, Highest Academic &amp; Social Media Accounts (LinkedIn, Facebook, Twitter &amp; Instagram)</b>	:	<b>Encik Abu Bin Ali</b> <b>MSc in Supply Chain Management (USM)</b> <b>LinkedIn : Abu Ali</b> <b>Facebook : Info Minda</b> <b>Twitter : Info Minda</b> <b>Instagram : Info Minda</b>
<b>Make Your Pitch (not more than 30 words &amp; avoid generic pitches)</b>	:	<b>We have 15 years' experience in managing and operating multiple chain of restaurants.</b>

## II. PROGRAM SPECIFICATIONS – DIAGNOSTIC WORKSHOP

Activity	:	Industry Specific Diagnostic Workshop
Code	:	STC03 – CAFÉ & RESTAURANT
Mode	:	Sharing Session (Business Talk)
Tenure	:	3 days
Objective	:	<p>1. To equip the entrepreneurs with relevant knowledge, current trends, issues and challenges in the industry.</p> <p>2. Application of the said knowledge.</p>
Content	:	<p>Please state the proposed topics/module related :</p> <p>1. Example : The landscape of café &amp; restaurant industry</p> <p>2. xxx</p>

## III. PROGRAMME TENTATIVE (WORKSHOP)

MASA	Hari Pertama	Hari Kedua	Hari Ketiga
8.00 – 8.30 am	Pendaftaran peserta	Sarapan Pagi	
8.30 – 9.00 am		Industry Fundamental oleh Industry Coach (Bahagian 1)  <b>Proposed Topic</b>	Pembentangan Sesi Diagnostik oleh peserta (Sesi 1)
9.00 – 10.30 am	Pembukaan dan Pengenalan dari pihak INSKEN (Sesi IPRO/MYNEPT/ Akurjanji dari pegawai INSKEN)		
10.30 – 11.00 am	Minum Pagi		
11.00 – 11.30 am	Sesi Ice breaking & Sesi Tranformasi Minda Bersama Biskaunselor & Industry Coach (Bahagian 1)	Industry Fundamental oleh Industry Coach (Bahagian 2)  <b>Proposed Topic</b>	Pembentangan Sesi Diagnostik oleh peserta (Sesi 2)
11.30 am – 1.00 pm	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 2)		
1.00 – 2.30 pm	Makan Tengahari, Solat & Rehat		
2.30 – 4.00 pm	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 3)	Sesi Lawatan Penanda Aras	Pembentangan Sesi Diagnostik oleh peserta (Sesi 3)
4.00 – 4.30 pm	Minum Petang		
4.30 – 5.30 pm	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 4)	Sesi Lawatan Penanda Aras	Bersurai
5.30 – 8.30 pm	Makan Malam, Solat & Rehat		
8.30 – 10.00 pm	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 5)	Sesi Recap bagi Sesi Lawatan Penanda Aras Bersama Biskaunselor & Industry Coach	

\* Industry Coach need to change and edit on the "Proposed Topic" area only

#### IV. INSTRUCTIONAL GUIDE : (DAY 1)

SLOT	TIME	DURATION	TITLE	OUTCOME	AKTIVITY	MATERIAL
1	8.00 – 8.30 am	60 minit	Pendaftaran Peserta	Not Applicable	Not Applicable	Not Applicable
2	8.30 – 9.00 am					
3	9.00 – 10.30 am	90 minit	Pembukaan dan Pengenalan dari pihak INSKEN (Sesi IPRO/MYNEPT/Akurjanji dari pegawai INSKEN)	-	-	Slides
4	10.30 – 11.00 am	30 minit	Minum pagi			
5	11.00 – 11.30 am	30 minit	Sesi Ice breaking & Sesi Tranformasi Minda Bersama Biskaunselor & Industry Coach (Bahagian 1)	-	-	-
6	11.30 am – 1.00 pm	90 minit	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 2)	-	-	-
7	1.00 – 2.30 pm	90 minit	Makan Tengahari, Solat & Rehat			
8	2.30 – 4.00 pm	90 minit	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 3)	-	-	-
9	4.00 – 4.30 pm	30 minit	Minum Petang			
10	4.30 – 5.30 pm	60 minit	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 4)	-	-	-
11	5.30 – 8.30 pm	180 minit	Makan Malam, Solat & Rehat			
12	8.30 – 10.00 pm	90 minit	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 5)	-	-	-

## INSTRUCTIONAL GUIDE : (DAY 2)

SLOT	MASA	TEMPOH MASA	PERKARA	HASIL PEMBELAJARAN	AKTIVITI	BAHAN
1	8.00 – 8.30 am	30 minit	Sarapan Pagi			
2	8.30 – 9.00 am	120 minit	Industry Fundamental oleh Industry Coach (Bahagian 1)			
3	9.00 – 10.30 am		Proposed Topic			
4	10.30 – 11.00 am	30 minit	Minum pagi			
5	11.00 – 11.30 am	30 minit	Industry Fundamental oleh Industry Coach (Bahagian 2)			
6	11.30 am – 1.00 pm	90 minit	Proposed Topic			
7	1.00 – 2.30 pm	90 minit	Makan Tengahari, Solat & Rehat			
8	2.30 – 4.00 pm	90 minit	Sesi Lawatan Penanda Aras (Premis Industry Coach)	-	-	-
9	4.00 – 4.30 pm	30 minit	Minum Petang			
10	4.30 – 5.30 pm	60 minit	Sesi Lawatan Penanda Aras (Premis Industry Coach)	-	-	-
11	5.30 – 8.30 pm	180 minit	Makan Malam, Solat & Rehat			
12	8.30 – 10.00 pm	90 minit	Sesi Recap bagi Sesi Lawatan Penanda Aras Bersama Biskaunselor & Industry Coach	-	-	-

## INSTRUCTIONAL GUIDE : (DAY 3)

SLOT	MASA	TEMPOH MASA	PERKARA	HASIL PEMBELAJARAN	AKTIVITI	BAHAN
1	8.00 – 8.30 am	30 minit	Sarapan Pagi			
2	8.30 – 9.00 am	120 minit	Pembentangan Sesi Diagnostik oleh peserta (Sesi 1)	-	-	-
3	9.00 – 10.30 am					
4	10.30 – 11.00 am	30 minit	Minum pagi			
5	11.00 – 11.30 am	120 minit	Pembentangan Sesi Diagnostik oleh peserta (Sesi 2)	-	-	-
6	11.30 am – 1.00 pm					
7	1.00 – 2.30 pm	90 minit	Makan Tengahari, Solat & Rehat			
8	2.30 – 4.00 pm	90 minit	Pembentangan Sesi Diagnostik oleh peserta (Sesi 3)	-	-	-
9	4.00 – 4.30 pm	30 minit	Minum Petang			
10	4.30 – 5.30 pm	60 minit	Bersurai			
11	5.30 – 8.30 pm					
12	8.30 – 10.00 pm					

## V. PROGRAM TENTATIVE (5X COACHING)

<b>TIME</b>	<b>COACHING SESSION 1</b>	<b>TIME</b>	<b>COACHING SESSION 2</b>
<b>1<sup>st</sup> Hour</b>	<b>REVIEW PROGRESS OF PARTICIPANTS (Progress and achievement of participants)</b>	<b>1<sup>st</sup> Hour</b>	<b>REVIEW PROGRESS OF PARTICIPANTS (Progress and achievement of participants)</b>
<b>2<sup>nd</sup> Hour</b>	<b>MODULE 1 MODULE 2</b>	<b>2<sup>nd</sup> Hour</b>	<b>MODULE 3 MODULE 4</b>
<b>TIME</b>	<b>COACHING SESSION 3</b>	<b>TIME</b>	<b>COACHING SESSION 4</b>
<b>1<sup>st</sup> Hour</b>	<b>REVIEW PROGRESS OF PARTICIPANTS (Progress and achievement of participants)</b>	<b>1<sup>st</sup> Hour</b>	<b>REVIEW PROGRESS OF PARTICIPANTS (Progress and achievement of participants)</b>
<b>2<sup>nd</sup> Hour</b>	<b>MODULE 5 MODULE 6</b>	<b>2<sup>nd</sup> Hour</b>	<b>MODULE 7 MODULE 8</b>
<b>TIME</b>	<b>COACHING SESSION 5</b>		
<b>1<sup>st</sup> Hour</b>	<b>REVIEW PROGRESS OF PARTICIPANTS (Progress and achievement of participants)</b>		
<b>2<sup>nd</sup> Hour</b>	<b>MODULE 9 MODULE 10</b>		

*\*This programme tentative is just a guide and may differ according to programme. Any changes are subject to your actual module delivery*



**VI. INSTRUCTIONAL GUIDE (5X COACHING)**

<b>SESSION</b>	<b>DURATION</b>	<b>TITLE/TOPIC</b>	<b>LEARNING OUTCOME</b>	<b>ACTIVITY</b>	<b>MATERIAL</b>
<b>1</b>					
<b>2</b>					
<b>3</b>					
<b>4</b>					
<b>5</b>					

**PART C : PROPOSED COSTING (20%)**

<b>Delivery for 25 pax (Coaching and Industry Specific Workshop)</b>				
<b>NO.</b>	<b>ITEM</b>	<b>COST PER UNIT (RM)</b>	<b>UNIT</b>	<b>TOTAL COST (RM)</b>
1	Coaching Fee – (25 pax, 5 times)	4,000	5	20,000
2	Traveling & Accommodation – (Coaching to meet all participants at their venue, please estimate traveling in peninsular Malaysia and coaching trip is suggested by region travel)	3,000	5	15,000
3	Delivery – Industry Specific Workshop (3 days), including Module Development	3,000	1	3,000
4	Stationeries, workbooks and equipment	1,500	1	1,500
5	Miscellaneous			500
			<b>TOTAL</b>	<b>40,000</b>

*\*Note: The costing is subject to further negotiation*