

## **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.

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## 2. SCOPE OF WORK - INSKEN COACHING PROGRAMME (STC)

INSKEN is soliciting proposals from qualified industry practitioner(s) to deliver **industry specific workshops** and/or **coaching sessions** for entrepreneurs of micro, small and medium businesses, with the objective to develop viable and sustainable businesses.

Summary of INSKEN COACHING PROGRAMME is as follows:

<p><b>OBJECTIVE</b></p>	<ul style="list-style-type: none"> <li>• To guide entrepreneurs to scale up their business through coaching by the industry player (as a coach) for them to achieve their business goals and promoting growth.</li> <li>• To ensure entrepreneurs learn and apply business technical know-how in their business for sustainable.</li> <li>• To equip the entrepreneurs with relevant knowledge and understanding on the current trends, issues, and challenges in order for them to be sustainable in the industry.</li> </ul>
<p><b>OUTCOME</b></p>	<p><b><u>ENTREPRENEURS KPI:</u></b>                  At the end of this programme, entrepreneurs need to achieve a certain KPI (depending on their business target), minimum 3 KPI Eg:</p> <ul style="list-style-type: none"> <li>• Register business with Suruhanjaya Syarikat Malaysia (SSM).</li> <li>• Improvement in diagnostic scoring.</li> <li>• Continue their business operation after end of the programme (monitored by INSKEN)</li> <li>• Completed all milestones and coaching activities in the programme.</li> <li>• To submit progress report on time via INSKEN Mobile Apps (INSKEN IPRO).</li> <li>• Business registered in Google Business Profile.</li> </ul> <p><b><u>INDUSTRY COACH RESPONSIBILITY:</u></b></p> <ul style="list-style-type: none"> <li>• To assess each of the participated business via 12 dimensions diagnostic tool.</li> <li>• To ensure 100% of participants receive diagnostic scoring at the beginning and at the end of the programme.</li> </ul>

	<ul style="list-style-type: none"> <li>• To ensure 100% of participants recorded 100% increase in diagnostic overall scores.</li> <li>• To ensure 100% of participants register their business entity with relevant authorities (SSM).</li> <li>• To ensure 70% of participants continue their business operation after end of programme (measured at 6th and 12th month post programme).</li> <li>• To ensure 95% of participants completed the programme.</li> <li>• Completed the coaching sessions according to the schedule.</li> <li>• To ensure all participants key in sales in IPRO and monitor the progress of sustainability for 1 year.</li> <li>• Submit progress reports at every 28th of the month</li> <li>• Business Coach to assess all diagnostic elements for all participants and develop moving forward plan for each of the 12 elements.</li> <li>• Industry Coach to prioritise on the key priorities diagnostic elements to be improved based on sectoral/industrial requirements whilst focusing on the needs and readiness of the participants.</li> </ul>
<b>PARTICIPANTS</b>	<p><b><u>Startup entrepreneurs</u></b></p> <ul style="list-style-type: none"> <li>• Entrepreneurs who already have a business that is in operation for at least 1 year.</li> <li>• Priority given to alumni of INSKEN Industry Business Training (INBT) programme and Kursus Asas Keusahawanan (KAK).</li> <li>• Not compulsory to have their business registered before joining programme.</li> <li>• Commitment to participate in all activities in the programme.</li> <li>• Requires business improvement not only limited to financing.</li> </ul>
<b>NUMBER OF PARTICIPANTS</b>	Maximum 25 entrepreneurs per group (same industry)
<b>PROGRAMME MODE</b>	Physical
<b>DURATION</b>	6 months

<b>PROGRAMME COMPONENTS</b>	<ol style="list-style-type: none"> <li>1. Module 1: Industry Coach / Diagnostic Workshop</li> <li>2. Module 2: Coaching Sessions</li> <li>3. Module 3: 2 Trainings (Business Technical Know-How)</li> <li>4. Module 4: Benchmark/Case Study Visit</li> </ol>
<b>INDUSTRY COACH CRITERIA</b>	<ul style="list-style-type: none"> <li>• Managing own business.</li> <li>• Industry-related experience - 2 years below and currently active in the business.</li> <li>• Willing to develop the entrepreneurs and entrepreneurship ecosystem.</li> <li>• Willing to be involved and engaged in social media activities (promotions, marketing, etc).</li> <li>• Discipline, high commitment, and good teamwork.</li> <li>• Free from any legal actions.</li> <li>• Must not openly involved with any political activities.</li> <li>• Willing to assist, guide and develop participants (entrepreneurs) and entrepreneurship ecosystem.</li> <li>• Experience in business mentoring and coaching.</li> <li>• Good networking with related ministries, agencies or relevant entrepreneurship agencies will be value added.</li> <li>• Recognition or award (business achievement) from related ministries/bodies will be value added.</li> </ul>
<b>NOTES</b>	<p>INSKEN have the rights to change (if any) the programme content to ensure the success of the programme.</p>



We would welcome the potential coaches from the following industries:

<b>Code</b>	<b>Industry</b>
<b>FOOD AND BEVERAGES SERVICES</b>	
FB01	Bakery
FB02	Café & Restaurant
FB03	Catering
FB04	Food Truck
<b>RETAIL, WHOLESALE &amp; PRODUCT MANUFACTURING</b>	
RW01	Beauty Care Products
RW02	Beverage Product Manufacturing
RW03	Bundle Shop
RW04	Chocolatier
RW05	Fashion & Clothing
RW06	Food Product Manufacturing
RW07	Furniture
RW08	Managing Retail Store
RW09	Online and Offline Retail
RW10	Retail Market (Export)
RW11	Retail Market (Increase Sales from Shelves to Cashier)
RW12	Trading
<b>TOURISM</b>	
TR01	Accommodation Services (Budget Hotel / Guest House / Chalet)
TR02	Ecotourism
TR03	Extreme Sports
TR04	Homestay
TR05	Travel & Tours
<b>TECHNOLOGY IN BUSINESS</b>	
TC01	Animation
TC02	Artificial Intelligence
TC03	Software Developer & ICT Services

<b>SERVICES</b>	
SV01	Air Conditioning & Related Services
SV02	Arts, Entertainment and Recreation Services
SV03	Animal Husbandry
SV04	Barber Shop
SV05	Beauty Care / SPA
SV06	Bundled Services
SV07	Car Workshop
SV08	Carwash & Detailing Services
SV09	Childcare (Homebased / Taska)
SV10	Cleaning & Sanitizing Services
SV11	Event Management
SV12	Elderly Care/Nursing Home
SV14	Florists & Gifts
SV15	Home Manager / Daily Maid
SV16	Interior Design Services
SV17	Kindergarten
SV18	Landscaping
SV19	Laundry
SV20	Motorcycle Workshop
SV21	Pet Care Services
SV22	Pharmacy & Health Services
SV23	Phone & Electronics Repair Services
SV24	Postnatal Care
SV25	Printing, Supplies and Services
SV27	Professional Services
SV28	Tailoring
SV29	Traditional & Complimentary Medicine
SV30	Tuition Centre
SV31	Wedding Planner
<b>OTHERS</b>	
OTH1	Others

For the purposes of this RFP, “**coaching**” is defined as ‘a process through which entrepreneurs are helped to measurably improve their business performance and personal capability in scaling up the business’.

Industry practitioner (s) may propose:

- i) To deliver coaching sessions for the entrepreneurs
- ii) To conduct Specific Industry Workshop

<b>COACHING REQUIREMENT</b>	<ul style="list-style-type: none"> <li>• Industry coach needs to deliver 5 coaching sessions for 25 entrepreneurs. (1 entrepreneur = 5 coaching sessions) within 6 months.</li> <li>• Coaching areas should be based on the entrepreneur’s gap analysis (operations, marketing, administration, finance and others).</li> <li>• Coaching must implement the practical, more actionable and problem- solving approach.</li> </ul>
<b>INDUSTRY COACH WORKSHOP REQUIREMENT</b>	<ul style="list-style-type: none"> <li>• Industry coach need to deliver 3 days workshop covering specific module which is relevant (eg): <ul style="list-style-type: none"> <li>✓ Current Scenario and Landscape of the Industry</li> <li>✓ Benchmarking &amp; Case studies</li> <li>✓ Risk mitigation &amp; Key Success Factors</li> <li>✓ Challenges and How to Overcome</li> <li>✓ Other relevant topics</li> </ul> </li> </ul>
<b>BENCHMARK VISIT</b>	<ul style="list-style-type: none"> <li>• Industry coach needs to facilitate INSKEN to arrange for a benchmark visit either at Industry Coach own premise or any other recommended premise that is relevant to the sector.</li> </ul>

### **3. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES**

Industry practitioner(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. Industry practitioner(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 2024)	Q2 (Apr – Jun 2024)	Q3 (Jul – Sept 2024)	Q4 (Oct – Dec 2024)
1	Issuance of RFP document	3 <sup>rd</sup> January 2024 onwards			
2	Deadline to register for RFP briefing	2 Feb 2024	2 May 2024	2 Jul 2024	2 Oct 2024
3	Briefing on RFP document	7 Feb 2024	7 May 2024	10 Jul 2024	7 Oct 2024
4	Deadline for submission of proposal (s)	14 Feb 2024	14 May 2024	15 Jul 2024	14 Oct 2024
5	Selection of Service Providers (s)	19 Feb 2024	20 May 2024	23 Jul 2024	21 Oct 2024
6	Proposal Pitching	28 Feb 2024	28 May 2024	5 Aug 2024	28 Oct 2024
7	Appointment of Service Providers (s)	8 Mar 2024	7 Jun 2024	15 Aug 2024	8 Nov 2024
8	Professional work commences	15 Mar 2024 Onward	14 Jun 2024 Onward	22 Aug 2024 Onward	15 Nov 2024 Onward

Should the industry player (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 industry player (s) submitted proposal for reference purposes.



## 5. CONTENT OF THE PROPOSALS

All proposals must include the following information:

<b>Part A</b>	Company profile & credentials, and content developers, industry player (s) & coaches' profile including team's profile. (Please limit maximum <b>2 pages</b> )
<b>Part B</b>	i. Coaching Sessions – Proposed coaching approach. ii. Industry Specific Workshop – Proposed relevant modules. (Please limit maximum <b>6 pages</b> )
<b>Part C</b>	Costing breakdown by components covering coaching fees, workshop, programme evaluation. (Please limit maximum <b>1 page per workshop</b> )

**Total Maximum page for RFP: 9 pages ONLY**

Note: Industries players 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](http://www.insken.gov.my/rfp). Please submit your proposal via online submission using the provided template and email to [rfp@insken.gov.my](mailto:rfp@insken.gov.my) with the header as follows:

- RFP2024/CD/SPA
- RFP2024/CD/TAILOR
- RFP2024/CD/BAKERY
- RFP2024/CD/CAFÉ&RESTAURANT

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## 6. REVIEW AND SELECTION

The selection panel will review the proposals based on the following criteria:

No.	Criteria	Percentage
1	<b>Organisational information</b> Experience of the industry player (s), and company profile – turnover of the company, manpower and its success stories, recognition (testimony).	20%
2	<b>Programme Content: Industry Workshop and Coaching Sessions</b> Detailed information on modules for Industry Workshop (3 days) and coaching approaches/ methodologies, implementation plans and outcome-based KPI.	60%
3	<b>Budget</b> Detailed costing and other information to support the proposed programmes (All matters pertaining to the logistic such as accommodations for trainer & assistant (twin sharing), flight ticket/ transportation, will be borne by INSKEN).	20%
<b>TOTAL</b>		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**

**Industry players 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](mailto: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 industry players.

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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