

INSTITUT KEUSAHAWANAN NEGARA BERHAD
REQUEST FOR PROPOSAL FORMAT
FOR EVENT MANAGEMENT SHOWCASE SATU DAERAH SATU INDUSTRI
(SDSI) WILAYAH TENGAH 2024

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)	:	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 ser, Product Development, Supply Chain, Operations Management)
Last year turnover (2018)	:	RM3,456,531.40
Full Employee(s)	:	15
Experience in industry	:	21 years
Track Record	:	<u>Business to Consumer (B2C)</u> Managed more than 20 prestigious events (dinner, wedding, conference and many more). <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)

PART B: PROGRAMME SPECIFICATIONS, & TENTATIVE (60%)

i. Programme Specifications – Event Management

Programme	:	Showcase Satu Daerah Satu Industri Wilayah Tengah
Mode	:	Dome/Buffer Style Dinner Event/Seminar/ Full day Showcase
Tenure	:	3 Days
Objective	:	1. To ensure the showcase is professionally and smoothly organized. 2. To ensure flow of showcase smooth and well managed.
Target Participant	:	Based on INSKEN's requirements (4000pax)
Content	:	Proposed area of event that you think important to Shocwase based on given layout: (<i>refer attachment of itinerary</i>) 1. xx 2. xx
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)
Make your pitch (Not more than 30 words & avoid generic pitches)	:	We have 15 years experiences managing event. Xxx Among notable events before: 1. XXXX 2. XXXX 3. XXXX

PART B: OVERALL PLANNING FOR THE SHOWCASE

SHOWCASE SDSI WILAYAH TENGAH

1. VISUALS & LISTING OF ITEMS IN MAIN HALL



View of Main Stage

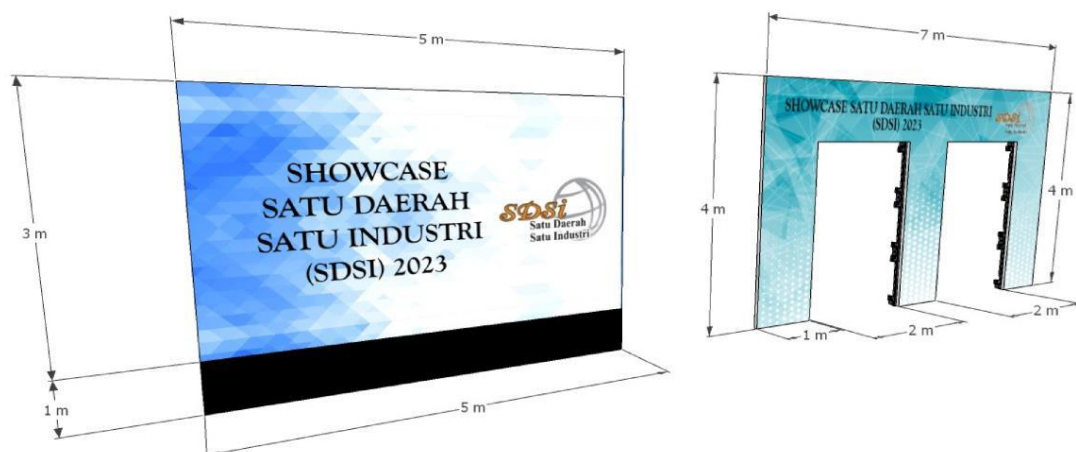
(to include visuals of pavilions, booths & view of Majlis Perasmian)

2. VISUALS & LISTING OF ITEMS OUTSIDE MAIN HALL



View of Mini Stage
(to include visuals of booths & tables and chairs)

3. OTHERS



View of Promotional Posters/Bunting/etc

9.12	Radio Station (Melaka FM)	Interview session	3 session :(15 minutes each session) 3 - 5 October 2023 (11.45 am - 12.00 pm)	
		Run of Station : 7 days (35 times)	Jingle (30 seconds)	
9.13	Media Social	MITC Facebook and Instagram	Digital posting and Ads (30 days) Estimate to reach 1.9k - 5.5k per day *INFO BLASTING FROM KUSKOP	
9.14	Influencer	Babah Nadeen: 1 pre-event Video & 1 during event video 3-4 minutes max per video (make < 1 min)	Promotion video to attract crowd before event (Choose between TikTok / Instagram)	
	Portal	My News Hub	Instagram: 149K follower Facebook: 2.9m follower X: 48.7k follower '- 1x article write-up on Official Website '- 1x Socmed posting (FB, X,IG,Telegram)	
9.15	Emcee (from KUSKOP)	Three days emcee	Arrangement by KUSKOP	

Table of Promotional / Marketing Plans & Activities

J	GIMIK PERASMIAN		
1	Face Scan Launch Pad	1	unit
2	Launching Machine - Logo Hydraulic And Turn Table	1	unit
3	CO2	2	unit
4	Confetty	4	unit
5	Launching Music	1	unit
6	Launching Coordinator	1	pax

PROP PELANCARAN: FACE SCAN LAUNCH PAD



PANDANGAN DEPAN



PANDANGAN KIRI



PANDANGAN KANAN

Gimmick Launching /

PART C : PROPOSED COSTING (20%)

No	Item	Total Cost (RM)
Delivery for 4000 pax, Showcase Satu Daerah Satu Industry Wilayah Tengah 2024		
1	Venue management & P/A systems and lighting	30,000.00
2	Participants on-site management (tagging, registration, ushering & etc)	5,000.00
3	Performance – <i>(refer discussion with INSKEN)</i>	7,000.00
4	Stage and hall decoration works (based on theme)	15,000.00
5	Banners, buntings	5,000.00
6	Backdrop main stage/LED Screen	10,000.00
7	Photo Booth/Event Photo Wall	4,000.00
8	Emcee during event	3,000.00
9	Full video recording and photography of event	11,000.00
Total Overall		95,000.00

Note: The costing is subject to further negotiation *(for sample ONLY)*