

1. BACKGROUND OF INSKEN

Institut Keusahawanan Negara (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development and Cooperatives (KUSKOP) that offers entrepreneurship development initiatives through its training and coaching programmes.

In line with INSKEN's tagline, "Membangun Usahawan Madani", INSKEN ensures all programmes conducted are based on industry need. The programmes will be executed through smart collaboration with industry practitioners, professionals and government agencies to strengthen the national entrepreneurship ecosystem.

Vision

Realizing the National Entrepreneurship aspiration through capacity building of entrepreneurs with outcomes

Mission

- **Strengthening the entrepreneurial development ecosystem by measuring outcomes.**
- **Enhancing an entrepreneur's ability to be resilient, competitive and global.**
- **Encouraging collaborations between Ministries, Agencies and Industries.**
- **Preparing entrepreneurs to be catalysts and leading trends and markets.**

2. Scope of Works

2.1 INSKEN is soliciting proposals from a qualified service provider(s) to develop and conduct INSKEN Training Programme or with appropriate experience to deliver services for Industry-Based Training (INBT) for start- up, scale-up and large entrepreneurs or business, to create viable and sustainable businesses. It will be focusing on Sales & Marketing, Operations, Human Resource, Financial and with or without industry specific.

2.2 Please indicate in detail:

- i. The level of understanding of the content of your module, whether it is suitable for beginner, intermediate or advanced.**
- ii. Specific target group/industry.**
- iii. Any pre-requisite to participate in the module.**

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We invite potential trainers to deliver training on the following topics and industries.

INSKEN BUSINESS TRAINING	
JUALAN & PEMASARAN	
1.	Teknik Mendapatkan Jualan
2.	Tukar Prospek Menjadi Pelanggan
3.	Membina Produk USP untuk Membina Jualan
4.	Tukarkan Bantahan Kepada Jualan
5.	Hasilkan Video Pemasaran Menggunakan Smartphone
6.	Hasilkan Gambar Pemasaran Menggunakan Smartphone
7.	Buat Kajian Bisnes dan Pasaran Anda
8.	Pemasaran Melalui Aplikasi TikTok
9.	Pemasaran E-Marketplace: Shopee & Lazada
10.	Pemasaran E-Marketplace: Shopee 101
11.	Pemasaran E-Marketplace: Shopee 201
12.	Whatsapp untuk Bisnes 101
13.	Whatsapp untuk Bisnes 201
14.	Telegram untuk Bisnes 101
15.	Pemasaran Tanpa Kos Menggunakan Aplikasi Facebook
16.	Teknik Copywriting Berkesan Untuk Jualan & Pemasaran
17.	Membina Kesetiaan Pelanggan Untuk Perniagaan Kecil
18.	Hasilkan e-Poster & Graphic Menggunakan PowerPoint
19.	Pemasaran Tanpa Kos Menggunakan Aplikasi Facebook
20.	Digital Poster Menggunakan Smartphone
21.	Pemasaran Menggunakan Aplikasi Google
22.	Pemasaran Bisnes F&B Melalui Platform Online
23.	Pemasaran Media Sosial: Teknik Pemasaran InstaStory

24.	Menjana Jualan daripada Event Booth
25.	Pengurusan Perkhidmatan Pelanggan dalam Perniagaan
26.	Pembangunan Laman Web untuk Perniagaan Kecil
27.	Video Pendek Berimpak Tinggi untuk Penjenamaan Bisnes dan Pemasaran
28.	Pengurusan Pelanggan untuk Perniagaan Kecil
29.	Tingkatkan Jualan Anda dengan Penjenamaan Bisnes
30.	Strategi Pemasaran Offline dan Online untuk Bisnes
OPERASI	
1.	Keuntungan Menu untuk Perniagaan F&B
2.	Rancangan Perniagaan 101
3.	Rancangan Perniagaan 201
4.	Kanvas Model Perniagaan (BMC)
5.	Membina S.O.P untuk Perniagaan Postnatal
6.	Membina S.O.P untuk Perniagaan F&B
7.	Membina S.O.P untuk Perniagaan Bakeri
8.	Membina S.O.P untuk Perniagaan Peruncitan Kecil
9.	Membina S.O.P untuk Produk/Perkhidmatan
10.	Persempelan Produk untuk Produk Runcit
KEWANGAN	
1.	Kursus Urus Tunai
2.	Asas Perakaunan untuk Perniagaan Kecil
3.	Strategi Pengiraan Kos
4.	Pengurusan Aliran Tunai untuk Perniagaan Kecil
5.	Percukaian untuk Perniagaan Kecil
6.	Analisis Risiko Kewangan untuk Perniagaan Kecil

PENTADBIRAN	
1.	Akta Pekerjaan untuk Perniagaan Kecil
2.	Pengurusan Sumber Manusia untuk Perniagaan Kecil
3.	Pengambilan dan Pengekalan Pekerja
4.	Pengekalan dan Penamatan Pekerja

INSKEN INDUSTRY-BASED TRAINING (INBT)	
1.	INBT: Handyman (Pertukangan)
2.	INBT: Sports Academy (Akademi Sukan)
3.	INBT: Food Production (Pengeluaran Makanan)
4.	INBT: Bakery (Bakeri)
5.	INBT: Event Management (Pengurusan Acara)
6.	INBT: Printing (Percetakan)
7.	INBT: Car Rental (Kereta Sewa)
8.	INBT: Hawker & Stall (Gerai Makanan & Penjaja)
9.	INBT: Café & Restaurant (Kafe & Restoran)
10.	INBT: Ecotourism (Ekoopelancongan)
11.	INBT: Elderly Care (Penjagaan Warga Emas)
12.	INBT: Law Firm (Firma Guaman)
13.	INBT: Spa

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2.3 For the purpose of this RFP, “training” is defined as ‘organised activities aimed at imparting instruction and/or information to improve trainees’ performance and to help them attain a required level of knowledge or skill for direct applications.

2.4 INSKEN aims at the modules for the above training programmes at providing a hands-on and activity-based with comprised of technical-business know-how focusing on a highly viable and sustainable model.

2.5 Service providers(s) may propose additional relevant programmes within the segments as mentioned above. The duration of the programmes is two (2) days for Training Programme and three (3) days for Industry-Based Training (INBT). The workshops must be actionable and problem-solving with relevant real-life experience derived from practitioners and clear measurable outcomes.

3. INSKEN Secretariat’s Right to Decline

The INSKEN RFP Secretariat may, at its discretion, discontinue the RFP; decline to accept any proposal or satisfy its requirement separately from the RFP process.

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4. Changes to Request for Proposals

The INSKEN RFP Secretariat may, at its discretion, vary the Request for Proposals before the Closing Time. Changes will be posted on the INSKEN website as Revision, beside the original RFP. The service provider(s) is encouraged to regularly monitor the INSKEN website to ensure they access any Revisions that may be released.

5. Qualified Service Providers

An experienced service provider(s), from industry players and professionals, trade associations, NGOs or cooperatives with a proven track record in entrepreneurship training and business coaching or advisor. The service provider(s) proposed to conduct the workshops are required to have sufficient industry and/or professional experience and are required to be available to do follow-up consultations as and when needed.

6. Copyright of Products and/or Deliverables

6.1 Service provider(s) shall acknowledge and agree that INSKEN shall consider any products and/or deliverables created for RFP as a “work made for hire” and all rights to the said products and/or deliverables shall belong exclusively to INSKEN in the case of products and/or deliverable developed and funded by INSKEN.

6.2 The Service provider(s) is prohibited from disseminating products and/or deliverable developed and funded under this programme to other parties without the prior written consent of INSKEN.

7. Key Dates and Details

An RFP process will be conducted as per the schedule below:

NO	ACTIVITY	DATES
1	Issuance of RFP Document	10 th February 2025
2	Method to Submit Proposal	<p>Training Providers are requested to refer to “Sample of Proposal” and it can be downloaded at the following link, www.insken.gov.my/rfp.</p> <p>The proposal (in PDF format) is ONLY to be submitted to rfp@insken.gov.my.</p> <p>Proposals submitted in any manner other than as detailed in this paragraph, or are submitted after the deadline, shall be deemed to be invalid and may be excluded from consideration.</p>
3	Deadline for Submission for Proposal(s)	No deadline
4	Selection of Service Provider(s)	Starting from 2025 onwards
5	Proposal Pitching	2025
6	Appointment of Service Provider(s)	2025 onwards
7	Professional Work Commences	2025 onwards

Should the Service provider(s) did not receive any response from INSKEN, within three (3) months from the submission date, the application is considered to be unsuccessful.

8. Content of the Proposals

All proposals must include the following information:

PART	REQUIREMENTS
A	Company profile and credentials, trainers and coaches' profile. (Please limit maximum 2 pages)
B	Please specify on; <ul style="list-style-type: none"> • Specific target group / industry • Suitability for the module (was developed) for beginners, intermediate or advanced • Any pre-requisite to participate in the module (Please limit maximum 1 page)
C	Detailed modules and program specifications include: <ul style="list-style-type: none"> • Target participants • Learning objective (<i>what we want to achieve in this module? Min 3, max 7 objectives</i>) • Module KPI (at the end of the program what are the outcomes that participants will bring back for immediate application in their day-to-day business. • Modules content in detail • Instructional guide (Please limit maximum to 6 pages)
D	Costing breakdown by components covering training delivery, programme evaluation and management. (Please limit maximum 1 page per workshop)

Total Maximum page for RFP: 10 pages ONLY

9. Evaluation of Proposals

9.1 The evaluation panel will evaluate proposals to determine the most appropriate content and outcomes. The panel will consist of members appointed at the INSKEN RFP Secretariat's discretion.

9.2 The criteria for evaluation will be assessed according to the criteria outlined as follows:

NO	CRITERIA	PERCENTAGE
1	<p>ORGANISATIONAL INFORMATION</p> <p>Experience of the organisations, and consultants in development of entrepreneurship training and coaching programmes, 2022 turnover company, manpower and its success stories (testimony and contact)</p>	20%
2	<p>TRAINING OR WORKSHOP PROGRAMMES INFORMATION AND EXPECTED OUTCOMES</p> <p>Detailed information on training or coaching approaches and <u>methodologies, implementation plans and outcome-based KPI</u></p>	60%
3	<p>BUDGET</p> <p>Detailed cost information to support the proposed programmes <i>(All matters pertaining to the logistics such as accommodations for trainers & assistant (twin sharing), flight ticket or transportation, will be borne by INSKEN)</i></p>	20%
TOTAL		100%

Only shortlisted Service provider(s) will be contacted and may be required to present their proposals to the selection panel.

10. Submission

10.1 All documentation submitted as part of the Proposal must be in English.

10.2 Service provider(s) are required to include all information specified in this RFP in their Proposal. Service provider(s) accept that their failure to provide all information required, in the format specified may result in their Proposal being considered as a non-confirming proposal and liable to rejection.

11. No Contract or Undertaking

Nothing in this RFP will be construed to create any binding contract (express or implied) between INSKEN RFP Secretariat and any Service provider(s) until a written Contract, if any, is entered into by the parties.

12. Conflict of Interest

12.1 Conflict of interest can be defined as any situation in which an individual or organisation is able to exploit his/her professional or official capacity in some way for personal or corporate benefit.

12.2 Service provider(s) must notify the INSKEN RFP Secretariat immediately if any actual, potential or perceived conflict of interest arises after submission of a proposal (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised).

12.3 If any actual or potential conflicts of interest arise for a Service provider(s), the INSKEN RFP Secretariat may:

- (a) enter discussions to seek to resolve such conflict of interest.**
- (b) disregard the Proposal submitted by such a Service provider(s); or**
- (c) take any other action that INSKEN considers appropriate.**

13. References

As part of the evaluation of proposal process, the INSKEN RFP Secretariat, at its discretion, may request from the Service provider(s) information on experience claimed in their proposal, including contact details for referees.

14. Administrative matters

14.1 The service provider(s) interested in participating in the Request for Proposal (RFP) process must read this RFP document.

14.2 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.

RFP FREQUENTLY ASKED QUESTIONS

NO	QUESTION	ANSWER
1	Can we submit more than one application/module?	Yes. Please submit your Part A once only. But the details on Part B, C and D must be submitted based on the module, separately.
2	Can we submit an RFP with the similar contents of a module that we've delivered at another agency?	Yes. But we give priority to the topics and module contents not offered by other agencies/market and meet the needs of entrepreneurs.
3	Can I submit an RFP in another format?	No. Strictly, submit your proposal on the template provided. Please download "sample of proposal at www.insken.gov.my/rfp .
4	Do I need to submit our RFP in hardcopy?	No need to send in hardcopy. We accept an RFPs (in PDF format), sent to rfp@insken.gov.my
5	Will INSKEN contact me after receiving my RFP?	Yes. We will send you a notice upon receipt of your RFP document.

6	How long does an RFP filtering and selection process take?	Please refer to item 6 (an RFP timeline), in an RFP document.
7	If I am an existing provider at INSKEN, do I need to resubmit an RFP?	Yes. You are encouraged to resubmit an RFP by enhancing the contents of the module based on feedback received from participants and INSKEN.
8	If we are selected, do we have to attend with the trainer for an RFP Session?	Yes, that's right. Trainers are required to attend an RFP session as scheduled because questions will be asked based on the module. Strictly, an RFP session will be cancelled if the trainer is not present.
9	Can we reject the offer if it doesn't meet our expectations or overlap with other commitments?	Yes, you can. We will not blacklist your company for future applications.
10	How INSKEN make an evaluation and selection for your provider?	The selection is based on the score rating on module contents, module outcomes, trainer experience and knowledge and fee by the assessment panel.
11	What is an RFP presentation format?	The format of an RFP presentation is as follows <ul style="list-style-type: none"> • 10 minutes: presentation • 05 minutes: question & answer • 05 minutes: break before the next presentation

12	Can an industry player with no basis for training/ coaching/ mentoring, submit an RFP?	Yes. We value the experience of the industry players in the industry for the benefit of entrepreneurs.
13	Is it mandatory for us to have 'train-the-trainers' certification?	No. But if there is, it will be an advantage to you.
14	What is the range that INSKEN will pay us?	It is based on the strength of the content of the module and the results that the participants will achieve other than the trainer's knowledge and experience.
15	For the fee, what are the other costs we should incur?	The trainer fee for module delivery, the cost of printing the training material and the cost of the trainer assistant for administrative work pre, during and post program. The number of assistants is subject to the requirements of the module.

END OF DOCUMENT