

COMPANY'S BACKGROUND

Institut Keusahawan Negara Berhad (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development and Cooperatives (KUSKOP) that provides entrepreneurship development initiatives through multiple training and coaching and special programmes with the key objective of assisting entrepreneurs in expanding their businesses and making it profitable.

In line with INSKEN's tagline; "Membangun Usahawan MADANI", INSKEN will always ensure that all of the programmes conducted are based on the industry needs. The programmes will be executed through smart collaboration with industry practitioners, professional and various agencies in order to strengthen national entrepreneurship ecosystem in Malaysia.

VISION

Realising the National Entrepreneurship aspiration through capacity building 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 markets trends.

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1. OVERVIEW SATU DAERAH SATU INDUSTRI (SDSI) PRODUCTS

Satu Daerah Satu Industri (SDSI) initiative, championed by Kementerian Pembangunan Usahawan dan Koperasi (KUSKOP), aims to promote and develop local industries across various regions in Malaysia. This program encourages entrepreneurs to produce high-quality, unique products that showcase the heritage and culture of their respective regions. SDSI supports these entrepreneurs by providing them with the resources, skills, and networks needed to enhance the value of their products and increase market demand both locally and internationally. SDSI products fall under four (4) main clusters as per follows:

1. Food & Beverage Products

- Covering activities in the food and beverage industry based on agricultural products (farming, fisheries, livestock, and forestry)

2. Homestay

- Covering the provision of accommodation facilities and tourism attractions to experience the unique lifestyle and local economic activities.

3. Craft Products

- Covering the manufacturing and production of craft products based on local skills.

4. Healthcare Products / Services

- Covering the production of health products/services, either in the form of food or services based on these products.

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2. SCOPE OF WORK – VENDOR FOR ASEAN 2025 CORPORATE GIFT – SDSI PRODUCTS

INSKEN is inviting proposals and quotations from qualified vendors to provide services to INSKEN for the design, procurement, production, and management of a total of **500 SETS OF ASEAN GIFTS** sourced from Satu Daerah Satu Industri (SDSI) entrepreneurs across Malaysia.

a) Design and Customization:

- Collaborate with INSKEN to design the ASEAN gifts items using products from SDSI entrepreneurs, ensuring alignment with the program's branding and requirements.
- Tailor the gifts to the target audience while maintaining high-quality standards.

b) Procurement of Materials:

- Source high-quality materials for each item in the corporate gift set for ASEAN 2025, ensuring durability and functionality.
- Ensure all items meet INSKEN's specifications, including print quality and packaging materials.

c) Production and Assembly:

- Oversee the manufacturing and production of each item.
- Package the corporate gifts in an organized and presentable manner, ready for distribution.
- Provide options for customization, such as including program-specific branding.

d) Stock Management:

- Manage the supply chain to ensure the timely availability of the gifts before program sessions.

e) Delivery and Logistics:

- Ensure timely and accurate delivery of the gifts in the required quantities as and when required.

f) Quality Control:

- Conduct thorough quality checks to ensure all items meet the standards set by INSKEN and address any issues or discrepancies in the gifts before distribution.

g) Reporting and Feedback:

- Provide regular updates on the production, inventory, and delivery progress.
- Gather feedback from INSKEN regarding the quality of the corporate gifts for continuous improvement.

h) Post-Event Support:

- Offer after-sales support in case of any issues or defects with the items distributed.
- Handle returns or exchanges if necessary.

INSKEN looks forward to partnering with experienced vendors who can deliver high-quality ASEAN corporate gifts that reflect Malaysia's rich heritage and entrepreneurial spirit.

3. PROPOSED SDSI PRODUCTS TO BE INCLUDED IN THE ASEAN 2025 CORPORATE GIFT

NO.	ITEM	IDENTIFIED SDSI ENTREPRENEURS
1	Serunding Daging (250 gm)	Wannaniey Enterprise / WFS Food Industries
2	Madu Kelulut (80 gm) with box	Koperasi Usahawan Madu Kelulut Jerantut Berhad (KOMEJ)
3	Kuih Bakar	MJ Nur Gemilang Enterprise
4	Ceramic Brooch	Koperasi Seni Seramik Kenyalang Kuching Berhad (KSS2K)
5	Tie Batik	Koperasi Batik Kraf Terengganu Berhad (KOBATIK)
6	Dodol	Entrepreneurs in Melaka (TBC)

****INSKEN reserves the right to make necessary changes to the above list as and when required by KUSKOP***

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4. QUALIFIED SERVICE PROVIDERS

The appointed service provider must:

- Have proven expertise in corporate gift sourcing, customization, and distribution.
- Demonstrate experience working with local entrepreneurs, particularly within SDSI or similar initiatives.
- Possess a strong track record in branding, packaging, and supply chain management.
- Ensure efficient and timely delivery of products while maintaining high-quality standards.

5. RFP/RFQ TIMELINE

The Request for Proposal (RFP) /Request for Quotation (RFQ) process will be conducted as per the schedule below:

No.	Activity	Proposed Dates
1	Issuance of RFP document	17 th April onward
2	Deadline to register for RFP briefing	22 nd April 2025
3	Briefing on RFP document	25 th April 2025
4	Deadline for submission of proposal (s)	30 th April 2025
5	Selection of Service Providers (s)	2 nd May 2025
6	Proposal Pitching	7 th May 2025
7	Appointment of Service Providers (s)	8 th May 2025
8	Professional work commences	9 th May 2025 onward

Should the service provider did not receive any response from INSKEN within three (3) months from submission date, the application is considered to be unsuccessful. INSKEN however reserve to hold the submitted quotations for reference purposes.

6. CONTENT OF THE PROPOSAL/QUOTATION

All proposal/quotations must include the following information:

Part A	Company profile & credentials, Project Manager profile including team's profile & task. (Please limit maximum of 2 pages)
Part B	Proposed Planning and Implementation (Timeline, Milestones & Deliverables). (Please limit maximum of 2 pages)
Part C	Costing breakdown by components covering each activity. The costing should be inclusive of all components including taxes, duties, levies etc. to be charged (Please limit maximum of 1 page)

Total Maximum page: 5 pages ONLY

Based on the above requirement, kindly submit your proposal to Institut Keusahawan Negara Berhad (INSKEN). Please submit your proposal using the provided template and email to rfp@insken.gov.my with the header as follows:

- RFPRFQ2025/CDEV/ASEAN2025/VENDORCORPORATEGIFTS

Should you have any further clarification regarding this RFQ do not hesitate to contact Encik Allan (012-3678953) or Encik Fathi (013-4328681) for further information.

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7. REVIEW AND SELECTION

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

No.	Criteria	Percentage
1	Organisational Information Experience and testimonials of the company, background and capacity/capability of taking up similar projects.	15%
2	Proposed Plan Detailed planned on the approaches and implementation plans, timeline, milestones & deliverables. Able to complete expected deliverables based on timeline set out.	65%
3	Budget Detailed cost information to support the proposed plan. To include all matters pertaining to the logistic such as accommodations, flight ticket and/or transportation (if any).	20%
TOTAL		100%

Only shortlisted service provider will be contacted and may be required to present their proposals to the selection panel.

8. ADMINISTRATIVE MATTERS

For any interested service provider, please register to attend the briefing session via email to rfp@insken.gov.my **before 5.30 pm, 22nd April 2025**. Please state your name, company, phone number and mention your interest to attend the briefing session on corporate gifts for ASEAN 2025.

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 RFQ process if it is in its best interest to do so without giving any reason whatsoever. This RFQ does not commit INSKEN to award funding or pay any cost incurred in the preparation of the proposals.

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