

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 SDSI PRODUCTS PROMOTIONAL ACTIVITIES THROUGH VIDEO PRODUCTION & SOCIAL MEDIA PROMOTION

INSKEN is inviting qualified vendors to submit proposals and quotations for the promotion of Satu Daerah Satu Industri (SDSI) products through high-quality video content. The goal is to enhance visibility and market reach for products crafted by SDSI entrepreneurs across Malaysia:

a) Video Production Planning and Strategy:

- Develop a comprehensive promotional plan and strategy to enhance the visibility of SDSI products across local markets.
- Identify target audiences and craft tailored campaigns based on demographics, market trends, and cultural preferences.

b) Pre-Production:

- Research and discovery to understand SDSI's products, brand values, and target audience.
- Collaborate with SDSI entrepreneurs to create video concepts that align with the brand's messaging and marketing objectives.
- Develop video scripts that clearly articulate product benefits and unique selling points (USPs). Ensure the script resonates with the target demographic.
- Create storyboards outlining key scenes, camera angles, and graphics to be used in the video.
- Identify and arrange for talent, locations, and props that align with the video concept and product use.
- Submit the script, storyboard, and video plan for SDSI's approval before proceeding.

c) Production:

- Film the video according to the approved script and storyboard, ensuring the production meets high standards of quality. This includes:
 - Proper lighting, sound, and camera techniques.
 - Capturing product usage demonstrations, testimonials, and lifestyle shots.
 - Filming in multiple formats as needed (e.g., horizontal for YouTube, vertical for Instagram Stories).

- Manage the filming process, ensuring that all creative elements are captured according to the storyboard and brand guidelines.
- Incorporate high-quality audio, music, and voiceovers as required.

d) Post-Production

- Video Editing: Edit raw footage into polished final content. This includes:
 - Cutting and arranging scenes to create a coherent and engaging narrative.
 - Adding text overlays, animations, and graphics to highlight product features.
 - Ensuring the video is visually appealing and engaging from start to finish.
- Audio Enhancement: Ensure clear audio quality, with music or sound effects added as needed to enhance the video.
- Ensure SDSI's branding elements (logos, colours, fonts) are consistently used throughout the video.
- Incorporate feedback from SDSI Entrepreneurs & INSKEN into the video, providing up to rounds of revisions.

e) Video Optimization

- Provide versions of the video optimized for various platforms (e.g., YouTube, Instagram, Facebook, TikTok, LinkedIn, etc.).

f) Distribution and Promotion Strategy on Social Media

- Advise on the best practices for sharing and distributing the video on digital platforms.
- Create short teaser videos or clips for sharing on social media channels to drive engagement.
- Provide video ads for paid advertising campaigns (if applicable).

g) Collaborations and Partnerships:

- Identify potential local and regional partners (e.g., retailers, distributors, influencers) to increase the reach and sales of SDSI products.

h) Coordination with INSKEN:

- Regular communication with INSKEN to update on project status, receive feedback, and adjust promotional efforts accordingly.

3. LIST OF SDSI INDUSTRIES TO BE INCLUDED IN THE PROMOTIONAL ACTIVITIES

NO.	INDUSTRY	LOCATION
1	Gula Apong	Pusa, Sarawak
2	Labu Sayong	Kuala Kangsar, Perak
3	Serunding Daging	Wakaf Bharu, Kelantan
4	Madu Kelulut	Jerantut, Pahang
5	Belacan Perlis	Kuala Perlis, Perlis
6	Kuih Bakar	Alor Gajah, Melaka
7	Belimbing Buluh Rebus	Jerantut, Pahang
8	Aksesori Wanita Berasaskan Seramik	Kuching, Sarawak
9	Rendang Maman	Tampin, Negeri Sembilan
10	Sarang Burung Walit	Pitas, Sabah
11	Cendawan Tiram Kelabu	Pekan, Pahang
12	Puyuh	Bera, Pahang
13	Satar	Kemaman, Terengganu
14	Produk Berasaskan Batik	Kuala Terengganu, Terengganu
15	Ikan Liking	Kota Belud, Sabah
16	Pekasam	Hulu Perak, Perak
17	Apam Johol	Kuala Pilah, Negeri Sembilan
18	Dodol	Jasin, Melaka

NO.	INDUSTRY	LOCATION
19	Produk Berasaskan Lemon	Kluang, Johor
20	Keropok Tok Bali	Pasir Puteh, Kelantan
21	Kopi	Ranau, Sabah
22	Homestay	Bario, Sarawak

****Appointed vendors may suggest which industries to be included in the promotional video***

4. QUALIFIED SERVICE PROVIDERS

The appointed service provider must:

- Have proven expertise in producing high-quality promotional videos, particularly in branding, marketing, or product-based storytelling.
- Demonstrated expertise in scriptwriting, filming, editing, motion graphics, and sound design.
- Experience working with government agencies, entrepreneurship programs, or commercial product promotions is an added advantage.
- Must have in-house production capabilities with access to professional cameras, lighting, sound equipment, and editing software (e.g., Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, After Effects, etc.).
- Experience in optimizing videos for digital platforms, including YouTube, Instagram, Facebook, TikTok, LinkedIn, and other social media channels.
- Ability to manage deadlines efficiently and deliver high-quality outputs within the agreed timeline.
- Experience in handling end-to-end production, from concept development to final execution and distribution.
- Strong understanding of marketing trends, audience engagement strategies, and storytelling techniques.
- Ability to develop compelling narratives that highlight the unique selling points (USPs) of SDSI products.
- Ensure all content rights, licensing, and permissions are in place.

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 the submission date, the application is considered to be unsuccessful. INSKEN however reserve to hold the submitted quotations for reference purposes.

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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/PROMOTIONSDSIPRODUCTS/VIDEO&SOCMED

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 SDSI Products Promotions.

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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