

**INSTITUT KEUSAHAWANAN NEGARA BERHAD
REQUEST FOR PROPOSAL FORMAT
FOR CORPORATE GIFT FOR ASEAN 2025**

PART A : COMPANY PROFILE (15%)

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 (2024)	:	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)
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SAMPLE

**PART B: SPECIFICATIONS OF ASEAN 2025 CORPORATE GIFTS PLANNING
(65%)**

**i. PROGRAMME SPECIFICATIONS – SDSI PRODUCTS PROMOTIONAL
ACTIVITIES THROUGH VIDEO PRODUCTION**

Programme	:	Corporate Gift for ASEAN 2025
Delivery Schedule	:	2 times : <ul style="list-style-type: none"> - June 2025 @ Langkawi - September 2025 @ Putrajaya
No of gifts	:	Based on INSKEN’s requirements for ASEAN 2025 delegates (500 unit)
Timeline	:	Procurement of SDSI products - 2 weeks (15 Apr – 30 Apr) Designing of packaging - 1 week Printing of packaging - 1 week Product quality check & approval - 1 week Assembly & packaging of gifts - 1 week Logistics & distribution planning - 1 week Delivery to event locations - 1 week Total Estimated Duration: 8 weeks
Technicality Plan	:	Concept design and proposed gift items Sourcing strategy and sustainability practices Production and logistics plan Risk mitigation strategies
Make your pitch (Not more than 30 words & avoid generic pitches)	:	We have 15 years experiences managing event. xxx Among notable events before: <ol style="list-style-type: none"> 1. xxxxxx 2. xxxxxx 3. xxxxxx

ii. SAMPLE DESIGN OF THE OVERALL PACKAGING (EXAMPLE ONLY)

1. Packaging for Food Products

EXAMPLE A

INSKEN

inskenofficial #JOMJOININSKEN

EXAMPLE B

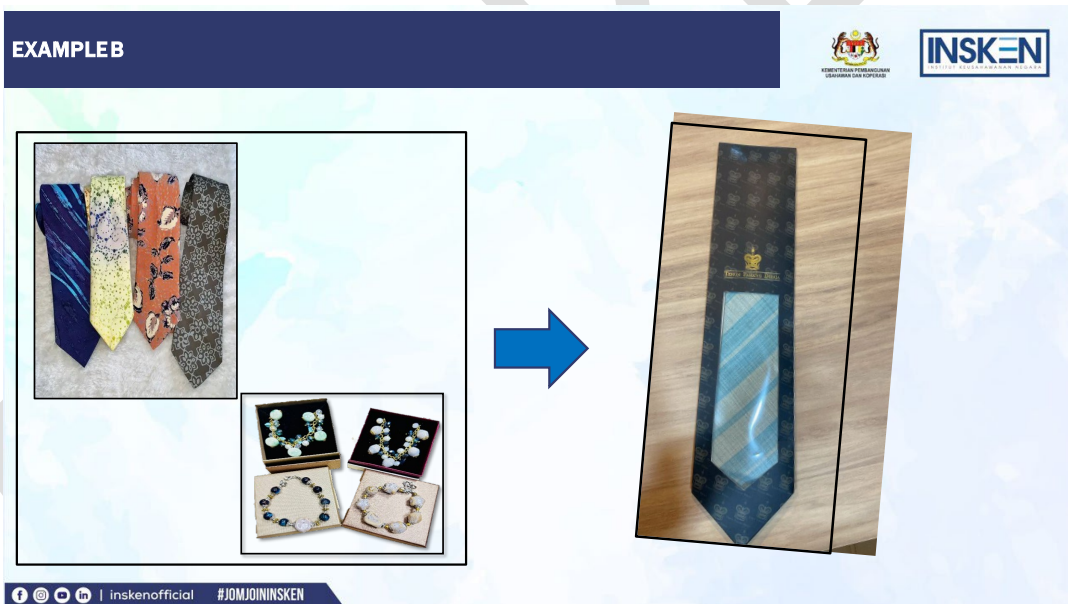
INSKEN

inskenofficial #JOMJOININSKEN

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*** Note: The packaging is only for sample. Please outline the entire planning and timeline based on the provided sample packagin**

2. Packaging For Non-Food Products



**** Note: The packaging is only for sample. Please outline the entire planning and timeline based on the provided sample packaging.***

3. Packaging Design & Information

1. Must put logo SDSI on the packaging



2. Must have one general statement on SDSI (in English)

Pelaksanaan program Satu Daerah Satu Industri (SDSI) oleh kerajaan Malaysia melalui Kementerian Pembangunan Usahawan & Koperasi (KUSKOP) adalah untuk mempromosikan produk-produk tempatan yang berprestasi tinggi sebagai satu industri yang berpotensi untuk dipasarkan pada peringkat tempatan dan antarabangsa. Objektif program SDSI adalah untuk melonjakkan produk setempat yang diusahakan secara komuniti sebagai industri yang mampu berdaya maju dan berdaya saing dengan industri PKS sedia ada.

3. Must have general info of entrepreneurs that supply the products

Name:

Contact No / Email Address:

Business Address:

Assistance received under SDSI Programme:

0) e.g

1) Raw Materials

2) Machineries

3) Premise Renovation

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PART C : PROPOSED COSTING (20%)

No	Item	Total Cost (RM)
1	Cost of buying SDSI Products from entrepreneur (7 products) x 500 units	30,000.00
2	Designing & Personalization Costs <ul style="list-style-type: none">• Custom Engraving• Embroidery on Gifts• Personalized Note (Printed with message)	25,000.00
3	Packaging Costs x 500 units <ul style="list-style-type: none">• Custom Gift Boxes/Packaging/Decorative Wrapping / Ribbons)	10,000.00
4	Shipping & Distribution (lump-sum) <ul style="list-style-type: none">• Domestic Shipping (per unit)• Distribution Costs (Handling, Coordination)	15,000.00
5	Administrative and Miscellaneous Costs (lump-sum) <ul style="list-style-type: none">• Campaign Management (staff, coordination)• Miscellaneous (contingency, extra items)	5,000.00
Total Overall		85,000.00

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