

**INSTITUT KEUSAHAWANAN NEGARA BERHAD
REQUEST FOR PROPOSAL FORMAT
FOR PROMOTING SDSI PRODUCTS BY VIDEO PRODUCTION & SOCIAL
MEDIA**

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 serProduct Development, Supply Chain, Operations Management)
Last year turnover (2018)	: RM3,456,531.40
Full Employee(s)	: 15

Experience in industry	:	21 years
Track Record	:	<p><u>Business to Consumer (B2C)</u> Managed more than 20 prestigious events (dinner, wedding, conference and many more).</p> <p><u>Business to Business (B2B)</u></p> <ul style="list-style-type: none"> 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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PART B: PROGRAMME SPECIFICATIONS & METHODS OF PROMOTING (65%)

i. PROGRAMME SPECIFICATIONS – SDSI PRODUCTS PROMOTIONAL ACTIVITIES THROUGH VIDEO PRODUCTION & SOCIAL MEDIA PROMOTION

Programme	:	SDSI Products Promotional Activities – Video Production
Mode	:	Video / animation / documentary / travel vlog / media social
Tenure	:	Within four (4) months
Objective	:	<ol style="list-style-type: none"> 1. To ensure increase brand awareness and provide information to the public about the SDSI programme and its initiatives. 2. Ensure that the items are tailored to the target audience and meet quality standards 3. To educate on SDSI product use and benefits to customers.
Target Industries	:	Based on INSKEN's requirements
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: <ol style="list-style-type: none"> 1. xxxxxx 2. xxxxxx 3. xxxxxx

ii. BREAKDOWN OF ACTIVITIES

NO	ITEMS	DESCRIPTION
1	Pre-Production:	<ul style="list-style-type: none"> • Scripting, storyboarding, and planning the shoot. • Themes: [list possible themes, e.g., product features, customer testimonials, behind-the-scenes look, event highlights]. • Length: Videos will vary between 30 seconds to 2 minutes depending on platform specifications.
2	Production	<ul style="list-style-type: none"> • Filming with high-quality cameras, lighting, and sound to ensure a professional end product. • Capture product demonstrations, testimonials, behind-the-scenes footage, and lifestyle-based storytelling to connect with the audience. • Shoot in various aspect ratios for optimization across different platforms (e.g., 16:9 for YouTube, 9:16 for TikTok/Instagram Reels). • Ensure multiple camera angles and close-ups to highlight the features and craftsmanship of SDSI products.
3	Post-Production & Video Release	<ul style="list-style-type: none"> • Editing, color correction, voiceovers, music, and finalizing the video. • Incorporation of KUSKOP, INSKEN & SDSI branding elements (logos, color schemes, typography) seamlessly within the video. • Video distribution across selected platforms. • Usage of interactive elements such as calls-to-action (CTAs), polls, or comment sections to drive engagement. • Planning for social media promotion and sharing. • Encourage social sharing by viewers.

PART C : PROPOSED COSTING (20%)

No	Item	Total Cost (RM)
1	Video Production	30,000.00
2	Post-Production	35,000.00
3	Platform	10,000.00
4	Influencer Collaborations/ Content Creation	15,000.00
5	Paid Media Social Ads	5,000.00
6	Campaign Management	10,000.00
7	Other Costs (Optional)	20,000.00
Total Overall		125,000.00

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