

**INSTITUT KEUSAHAWANAN NEGARA BERHAD
REQUEST FOR PROPOSAL FORMAT
FOR VENDOR ON SHOWCASE SATU DAERAH SATU INDUSTRI (SDSI)
WILAYAH BORNEO 2025**

PART A : COMPANY PROFILE (20%)

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 (2018)	:	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)

PART B: PROGRAMME PLANNING & SPECIFICATIONS (60%)

i. Programme Specifications

Programme	:	Showcase SDSI Wilayah Borneo 2025
Scope of work(s)	:	a) Main Stage & Opening Ceremony; and b) Exhibition & Sales Areas
Tenure	:	7 Days (including 3 day for setup, 3 days for event execution & 1 day post event)
Objective	:	1. To ensure the showcase is professionally and smoothly organized. 2. To ensure the flow of event is seamless and meets stakeholder expectations
Target Participant	:	Based on INSKEN's requirements (5000pax)
Content	:	Proposed area of event that you think important to Showcase based on given layout: (refer attachment of itinerary) 1. xx 2. xx
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: 1. XXXX 2. XXXX 3. XXXX

PART B: PROGRAMME PLANNING & SPECIFICATIONS (60%)

ii. Programme Planning (in details)

Visuals & Layout Plan

- Floor plan of booth layout (main stage, booths, partitions, decorations, Lightings, LED system, etc)
- Sample mock-up images including:
 - Arabian Tent (20'x20') setup
 - Booth design (partitioning, decoration, carpet & furniture layout)
 - Stage and LED backdrop design
 - Jualan Rahmah booth layout

Implementation Timeline:

- Preparation schedule (setup, rehearsals, event flow)
- Manpower deployment plan (security, logistics, cleaning, ushering)
- F&B coordination and coupon distribution mechanism

PART C : PROPOSED COSTING (20%)

No	Item	Total Cost (RM)
Delivery for 5000 pax, Showcase Satu Daerah Satu Industry Wilayah Borneo 2025		
1	Tent <ul style="list-style-type: none">• 11 Arabian Tents• Partitions	30,000.00
2	Booth <ul style="list-style-type: none">• Table• Chairs• Plug & power point	15,000.00
3	Decoration, furniture	15,000.00
4	Stage setup, LED backdrop, signage	10,000.00
Total Overall		70,000.00

Note:

1. The costing is subject to further negotiation (*for sample ONLY*)
2. All costings must correspond to items in scope and include brief justifications.