

COMPANY'S BACKGROUND

Institut Keusahawanan 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. **SCOPE OF WORK – Vendors for Program ROAD: Karnival Protégé KUSKOP Tahun 2025**

INSKEN is soliciting proposals and quotations from qualified companies to provide comprehensive services in managing **Program ROAD: Karnival PROTÉGÉ KUSKOP Tahun 2025**. The appointed vendor(s) will be entrusted with the end-to-end planning and execution of the event, ensuring its smooth implementation and overall success.

a) **Overview of Program ROAD: Karnival PROTÉGÉ KUSKOP Tahun 2025**

Program ROAD: Karnival PROTÉGÉ KUSKOP Tahun 2025 is organized with the aim of promoting entrepreneurship and employability programs implemented by KUSKOP under PROTÉGÉ and its agencies. This carnival is jointly organized through a strategic collaboration with *Institusi Pengajian Tinggi Awam (IPTA)*, bringing together all relevant agencies and industry players.

The key objectives of the showcase are as follows:

1. **Increase Awareness**

To raise awareness among university students, graduates, and youth about entrepreneurship and employability programmes implemented by KUSKOP through the PROTÉGÉ initiative and its affiliated agencies.

2. **Empower Youth Entrepreneurship**

To cultivate and empower entrepreneurial mindsets among the younger generation by exposing them to training, financing, mentorship, and business networking opportunities.

3. **Expand the Reach of PROTÉGÉ Programmes**

To expand the outreach and implementation of PROTÉGÉ programmes nationwide through physical and interactive engagements at selected public universities (IPTAs).

4. **Promote Strategic Collaboration**

To foster cross-sector collaboration in implementing national initiatives for human capital development and entrepreneurship.

b) Programme Date, Venues, Output & Outcome:

As the appointed vendors, you are required to ensure the successful execution and achievement of the following outcomes for the Program ROAD: Karnival PROTÉGÉ KUSKOP Tahun 2025 as detailed below:-

ITEM	DETAILS
Date & Venue	<ul style="list-style-type: none">• 14 – 15 June 2025 @ Universiti Utara Malaysia (UUM)• 21 – 22 June 2025 @ Universiti Teknikal Malaysia Melaka (UTeM)• 27 – 28 September 2025 @ Universiti Teknologi MARA (UiTM) Sabah• 11 – 12 October 2025 @ Universiti Malaysia Sarawak (UNIMAS)
Target Audience	<ul style="list-style-type: none">• Students from Public and Private Institutions of Higher Learning Education (IPTA & IPTS)• Graduates• Graduate Entrepreneurs• General Public• Youth
Output (KPI)	<ul style="list-style-type: none">• 8,000 total Visitors (for all 4 carnivals)
Target (KPI)*	<ul style="list-style-type: none">• 30% increase in awareness regarding entrepreneurship and employability programs.

** Notes: Subject to change based on latest requirements by PROTÉGÉ*

c) Programme Requirement for Program ROAD: Karnival Protégé KUSKOP 2025**1. Venue & Setup**

ITEM	UUM	UTEM, UNIMAS & UITM SABAH
Hall rental	5 days	5 days
Chairs	500	300
Chair covers	500	300
Rostrum	2	2
Banquet tables	5	5

2. Audio-Visual System

- Complete PA system (indoor, outdoor & food truck area) – 1 Set / 2 Days
- LED Panel (size subject to hall capacity) – 1 Set / 2 Days
- 42" Plasma/LCD TV – 1 Unit / Day
- Cordless Microphones – 5 Units / 2 Days
- MCP Package with LED (lobby area) – Per package
- Smoke Machine – 1 Unit / Day
- Stage Lighting (moving heads, controller etc.) – 1 Unit / Day

3. Booth & Furniture Setup

- All-in booth system (3m x 3m x 2.5m): 60 booths
- Counter tables: 60 units
- Booth chairs: 120 units
- PROTÉGÉ Motherbooth with 13 tables: 1 set
- Chairs for Motherbooth: 26 units

4. Support Spaces

- Registration & reporting system: 1 system
- Secretariat room: 5 days
- Seminar room (400 pax): 1 day
- Holding room: 1 day
- Performer prep room: 1 day
- VIP dining area: 1 day

5. Outdoor Setup: Food Truck Zone

- Area for 10 trucks (3 days)
- Sink: 3 units
- Genset, power sockets, water & 24-hour electricity: TBA
- Trash bins (large): 5 units
- Trash bins (for vendors): 1 per vendor

6. Food Festival & Cooperative Sales (JMKU)

- Arabian tents (20x20ft) + separator: 15 units (Food Fest), 2 units (JMKU)
- Banquet tables: 35 units
- Chairs: 40 units
- Electricity supply: 24 hours (TBA)

7. Dining Area

- Tents (20x20ft): 10 units
- Dining tables: 10 units
- Chairs (4 per table): 40 units
- Mist fans: TBA
- Metal barricades: TBA

8. Opening Ceremony

- **VVIP Lunch (Dome):** 8 sets, 1 VVIP table, 8 armrest chairs
- **VIP Lunch (Dome):** 130 sets, 13 tables, 130 chairs + covers
- Launch gimmick & montage: 1 set
- University emcee & doa reciter: 1 each
- University cultural performance: 1 unit

9. Printing & Branding

- QR registration standees: 20 units
- Graphic installation: All-in
- Bunting: 100 units | Banner: 20 units | Roll-up: 20 units
- Photowall (6m x 2.5m): 1 unit
- Coupons (RM10 x 1,000 | RM5 x 2,000)
- Signage: 10 units
- Motherbooth branding: 1 set
- Tags: PVC (20), Lanyards (220), Total tags (240)
- Programme booklet: Per carnival
- Design services: All printed items

10. Promotion & Media

- Promotion (2 weeks pre-event + during): Service-based
- Media buy, ADS (300 loops/day, 2 weeks)
- Teaser video & recruitment promo: Service-based

11. Photography & Videography

- Photographer: 2 days
- Videographer: 2 days

12. Main Stage & Visitor Engagement

- Casual emcee: 1/day
- Night podcast/busking: 1 night
- Speaker slot: 1
- Moderator: 1/day

13. Fun Run Activities

(Only at UUM)

- 7KM Fun Run & 3KM VIP Run
- Includes: Running number, breakfast pack, e-cert, photobooth, medals, lucky draw (10 sports items), flag-off gear, registration system, Milo truck, mineral water

14. Stage Programming

- Stage content: 2 days
- Launching slot
- Carnival Night (TBA)
- Invited participants

15. Logistics & Miscellaneous

- Promo item transport/logistics: Per carnival
- Event management fees: TBC
- Electrical rental: TBC
- Cash coupons: RM20,000/carnival
- Printer, toner & A4 paper
- Secretariat needs (stationery, ribbons, plugs)
- Lucky draw gadgets (RM7,000)
- Drinking water (5 cartons – 250ml)

- Bubble brand VVIP mineral water: 2 cartons
- Goblets: 6 | Souvenir trays: 3

16. Cash Payment Services (as per collaborator rate)

- Security (day/night): Per person/hour/day
- Technician: Per person/hour/day
- Cleaners: Per person/hour/day
- Volunteer allowance: 20 pax

17. Other Miscellaneous Services

- Additional requirements (TBC)
- Notes: Programme requirements subject to change based on latest updates from KUSKOP.

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1. QUALIFIED SERVICE PROVIDERS

The appointed service provider must:

- Be registered with the relevant authorities (e.g., SSM) and possess a valid business license and necessary certifications.
- Have at least three (3) years of experience managing large-scale events, especially involving youth, entrepreneurship, career development, or public outreach. Prior work with government agencies or educational institutions is an added advantage.
- Have strong understanding and capability in planning and running events, including venue setup, logistics, vendor coordination, and public crowd control.
- Be able to manage coordination among various stakeholders including university partners, government agencies under KUSKOP, VIPs, exhibitors, and students.
- Have in-house or partnered resources for production, stage setup, multimedia systems, and digital solutions including registration and reporting systems.
- Be capable of designing an engaging, youth-centric event concept and layout that reflects the goals of the ROAD programme – promoting entrepreneurship and employability among students.
- Provide a clear strategy to attract and engage student participants and showcase government agency programmes effectively.
- Assign a qualified and experienced project team, including a dedicated Project Manager, University Liaison Officer, Logistics Coordinator, and Creative Lead.
- Submit a detailed quotation with complete cost breakdown, including justification, as well as a full project timeline with milestones and deliverables.
- Demonstrate understanding of the ROAD programme and its role in empowering students and young entrepreneurs.
- Be sensitive to regional diversity and the unique culture and identity of each campus and student population, especially in Sabah, Sarawak, and across Malaysia.

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2. 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	15 th May 2025
2	Deadline to register for RFP briefing	18 th May 2025
3	Briefing on RFP document	20 th May 2025
4	Deadline for submission of proposal (s)	23 rd May 2025
5	Selection of Service Providers (s)	24 th May 2025
6	Proposal Pitching	28 th May 2025
7	Appointment of Service Providers (s)	29 th May 2025
8	Professional work commences	1 st June 2025 onwards

Qualified vendors are invited to submit proposals according to their expertise. 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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3. 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 Keusahawanan 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/ROADKARNIVALPROTÉGÉKUSKOP2025

Should you have any further clarification regarding this RFQ do not hesitate to contact Encik Allan (012-3678953) or Puan Norliana (012-6716375) for further information.

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4. 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.	20%
2	Proposed Plan Detailed planned on the approaches and implementation plans, timeline, milestones & deliverables. Able to complete expected deliverables based on timeline set out.	60%
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.

5. 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, 20th May 2025**. Please state your **name, company, phone number and mention your interest to attend the briefing session** for **Vendors of Program ROAD: Karnival Protégé KUSKOP 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 RFP/RFQ does not commit INSKEN to award funding or pay any cost incurred in the preparation of the proposals.

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