

INSTITUT KEUSAHAWANAN NEGARA BERHAD
REQUEST FOR PROPOSAL FORMAT
FOR VENDOR ON SHOWCASE SATU DAERAH SATU INDUSTRI (SDSI)
PERINGKAT WILAYAH TIMUR 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 Peringkat Wilayah Timur 2025
Scope of work(s)	:	<ol style="list-style-type: none">1. Main Stage & Opening Ceremony;2. Setup Inside Gallery A;3. Setup Inside Gallery B;4. Outside Area - Aneka Rasa Timur Dan Hiliran Market;5. Outside Area - Jualan Madani Koperasi Dan Usahawan (JMKU);6. Outside Area – Hiliran Market7. Outside Area – Ruang Makan Pengunjung8. Outside Area – Security Enforcement;9. Secretariat Room10. Promotional Materials Supply11. Food & Beverage Services12. Programme & Activity Management
Tenure	:	7 Days (including 3 day for setup, 3 days for event execution & 1 day post event)
Objective	:	<ol style="list-style-type: none">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 (3,000pax)
Content	:	<p>Proposed area of event that you think important to Showcase based on given layout: (<i>refer attachment of itinerary</i>)</p> <ol style="list-style-type: none">1. xx2. xx
Submission by & Address		<p>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)</p>
Make your pitch (Not more than 30 words &	:	<p>We have 15 years experiences managing event. Xxx</p> <p>Among notable events before:</p>

avoid generic pitches)	1. XXXX 2. XXXX 3. XXXX
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PART B: PROGRAMME PLANNING & SPECIFICATIONS (60%)

ii. Programme Planning (in details)

1. Visuals & Listing of Items

- Main stage, booths, partitions, decorations, Lightings, LED system, etc
- Sample mock-up images including:
 - Booth design (partitioning, decoration, carpet & furniture layout)
 - Stage and LED backdrop design
 - Jualan Madani Koperasi Dan Usahawan (JMKU) booth layout



View of Main Stage
(to include visuals of pavilions, booths & view of Majlis Perasmian)



View of Promotional Posters/Bunting/etc

2. Implementation Timeline:

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

SAMPLE

PART C : PROPOSED COSTING (20%)

No	Item	Total Cost (RM)
Delivery for 3,000 pax, Showcase Satu Daerah Satu Industry Peringkat Wilayah Timur 2025		
1	Main Stage & Opening Ceremony	
	• Main Stage & Backdrop	10,000.00
	• Lighting, LED system & power points (as applicable)	60,000
2	Setup Inside Gallery A	
	• Pavilion with Logo Print & Info Panel	15,000.00
	• Booth Ministry & Agencies Government	15,000.00
3	Outside Area - Aneka Rasa Timur Dan Hiliran Market	
	• Arabian Canopy	15,000.00
	• Furniture, decorations, dustbins & carpet flooring (as needed)	15,000.00
4	Food and Beverage (F&B) Services for Events	
	• Printed Meal Coupons	10,000.00
	• Cash Redemption of Meal Coupons	10,000.00
Total Overall		73,500.00

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.