

INSTITUT KEUSAHAWANAN NEGARA BERHAD
REQUEST FOR PROPOSAL FORMAT
FOR VENDOR OF SHOWCASE SATU DAERAH SATU INDUSTRI (SDSI)
PERINGKAT KEBANGSAAN 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 Kebangsaan 2025
Scope of work(s)	:	a) Food and Beverage (F&B) Services for Events; b) Programme Management Services; and c) Supply and Printing Services for Promotional Materials and Media Purchase
Tenure	:	5 Days
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 (2 million pax)
Content	:	Proposed area of event that you think important to Showcase based on given layout: <i>(refer attachment of itinerary)</i> 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)

1) Promotion Material Printing Services

- Supplying and distributing promotional printed materials,
- Applying for permits for the hanging of banners and street buntings in strategic areas,
- Installing and taking down banners and street buntings,
- Ensuring other promotional printed materials are distributed/installed at strategic locations and areas implementation timeline.

2) Implementation Timeline

- F&B coordination and coupon distribution mechanism

PART C : PROPOSED COSTING (20%)

No	Item	Total Cost (RM)
Showcase Satu Daerah Satu Industry Peringkat Kebangsaan 2025		
1	Food and Beverage (F&B) Services for Events	
	• Printed Meal Coupons (12,000 units)	1,000.00
	• Cash Redemption of Meal Coupons	60,000
2	Programme Management Services	
	Mini Stage Emcee (5 days)	1,000.00
	Buskers (4 days)	1,000.00
3	Other Services	
	• Bottled Mineral Water (small bottles)	500.00
	• First Aid Kit	
4	Promotional Material Printing Services	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.