

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 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 – Event Managers / Vendors for Anugerah Usahawan MADANI INSKEN 2025 (AUMI25) and *Majlis Graduasi Program Bimbingan INSKEN 2025*

INSKEN is soliciting proposals and quotations from qualified companies to provide comprehensive services in managing Event Managers / Vendors for Anugerah Usahawan MADANI INSKEN 2025 (AUMI25) and *Majlis Graduasi Program Bimbingan INSKEN 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 Event Managers / Vendors for Anugerah Usahawan MADANI INSKEN 2025 (AUMI25) and *Majlis Graduasi Program Bimbingan INSKEN 2025*

The AUMI25 event framework will primarily focus on approach that would elevate its significance not only to INSKEN, but also the entrepreneurial ecosystem as it showcases how partnerships and collaborations could benefit entrepreneurs in their journey as entrepreneurs. As such, the core event framework to support the above objective can be found below reference:

i. Entrepreneur Recognition Awards

The event will feature 28 awards to be given out to entrepreneurs according to its respective category. The awards consist of 20 awards to recognize achievements of deserving alumnus from INSKEN programmes since establishment, 5 best participants from 2025 coaching programmes and 3 awards for INSKEN's best trainers and coaches. The proposed recognition award will be awarded to 28 deserving candidates based on the following category:

No.	Award Name	Remarks	No. of Award(s)
1	<i>Peserta Terbaik</i>	Best achievement throughout programme period.	5
2	<i>Anugerah Usahawan Madani</i>	Demonstrates entrepreneurial development growth in line with the values of Malaysia Madani.	5
3	<i>Anugerah Usahawan Gemilang</i>	Symbolizes the journey of an entrepreneur's success from the beginning to becoming a business icon.	5
4	<i>Anugerah Usahawan Harapan</i>	Provides inspiration to other entrepreneurs to build successful businesses in the future.	5
5	<i>Anugerah Legasi Usahawan</i>	Recognizing the business journey from inception to its success.	5
6	<i>Anugerah BisKaunselor Terbaik</i>	An award to recognize the achievement of deserving BisKaunselor in conducting INSKEN's programmes.	1
7	<i>Anugerah Industry Coach Terbaik</i>	Deserving Industry Coach will be selected from the performance of its participants in coaching programmes.	1
8	<i>Anugerah Trainer Terbaik</i>	Best Trainer will be selected from performance of its training classes participants.	1
Total			28

Table 1: The proposed awards for *Anugerah Usahawan Madani INSKEN (AUMI) 2025*

Awards within each category (item no. 2 – 5) is segregated into years in operation (below 5 years, 6 to 10 years, 11 to 15 years, 16 to 20 years and 21 to 25 years). Hence, making the total to 5 awards for each of the abovementioned categories.

ii. INSKEN Publication Release (Books/Magazines)

A publication will also be officially launched during the programme which will feature all selected award winners to highlight how INSKEN had assisted them in growing their business through various initiatives and programmes they have previously participated.

iii. *Majlis Graduasi Program Bimbingan INSKEN 2025*

The AUMI 2025 will also be integrated with the annual Grand Graduation (*Majlis Graduasi Program Bimbingan INSKEN*) to celebrate the achievement of INSKEN 2025 coaching programme participants which have completed their programmes. A total of 1,070 participants from 29 cohorts are stipulated to be invited to the event with each participant will receive its graduation kit consisting of a certificate of completion and a programme plaque. The breakdown of graduating cohorts for the event are as follows:

No.	Programme	No. of Participants
1	INSKEN Bumiputera Business Coaching (IBBC)	570
2	INSKEN Mini Coaching	500
Total		1,070

Table 2: Targeted number of graduating participants during the AUMI 2025 event

Award Management

There are 28 awards which will be highlighted during the event in which 20 will be awarded to deserving INSKEN's alumnus based on the criteria set, 5 to best participants from 2025 coaching programme cohorts and 1 each to best INSKEN's BisKaunselor, Industry Coach and Trainer. In this regard, to ensure the selection of the 20 entrepreneurs from public applications are executed with highest professionalism and diligence, a consultant is proposed to be appointed to facilitate the evaluation process. This would ensure each application is properly vetted according to the requirements and processed in accordance with industrial standards.

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 Event Managers/ Vendors for *Anugerah Usahawan MADANI INSKEN 2025 (AUMI25)* and *Majlis Graduasi Program Bimbingan INSKEN 2025* as detailed below: -

ITEM		DETAILS
Date & Venue*	5 December 2025 & Cyber Event Hall	
Target Audience	1400 including VVIP	

* Notes: Subject to change

Programme Requirement for Event Managers / Vendors for *Anugerah Usahawan MADANI INSKEN 2025 (AUMI25)* and *Majlis Graduasi Program Bimbingan INSKEN 2025*:

1. Venue & Setup

Event Coordination & Management

- Graphic & 3D Designer – to design all event visuals
- Floor Manager – on-site coordinator to manage event flow
- Robe distribution and collection

Lighting System/ AV/ Venue Management

- Sound System – PA system sufficient coverage for the entire venue
- Lighting System (stage wash, ambient lighting, spotlighting)
- LED Screen (main stage backdrop)
- TV 43" x 2 units (for foyer and on-stage display)

Main Stage

- Rostrum 2 units (for emcee and speaker)
- Stage decoration with 2-tier Potted Plants/ Fresh Floral arrangements
- Wireless Microphones for Emcee, Speaker and performers

Usahawan Pop-up Booth

- 10 units of 10"x10" space sizing with equipment

F&B Area for 1300 pax (depending on the location)

2. Professional Services

Photographer & Videographer

- Instant photo delivery

- Group photo coordination
- Highlight video (2-3 minutes)

Emcee

- Experienced in formal and corporate events

Artist/ Performance

- Cultural or contemporary performance

3. Video Production

LED Screen Content

- Design and production of video content for LED screen (opening montage, transitions, awardee highlights)

4. Structure & Props

- Photo-Op Backdrop (size: 8mx3mH)
- Photo Booth (unlimited session, instant printouts with event branding and digital copies for social media sharing)

5. Others

- MACP Licensing
- Lucky Draw (management of gimmick and prize distribution)

Main prize : 1 x Motorcycle

Others : 4 x Tab

- Gift (proposed of batik, custom merchandise)

1. VVIP

2. YBM

6. Other Miscellaneous Services

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

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, event concept and layout that reflects the goals of the programme – promoting entrepreneurship
- Assign a qualified and experienced project team, including a dedicated Project Manager, Creative Lead and related role.
- 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 programme and its role

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	7 th August 2025
2	RFP Promotion	11 th August 2025
3	Deadline to register for RFP briefing	14 th August 2025
4	Briefing on RFP document	15 th August 2025
5	Deadline for submission of proposal (s)	20 th August 2025
6	Selection of Service Providers (s)	22 nd August 2025
7	Proposal Pitching	25 th August 2025
8	Appointment of Service Providers (s)	2 nd September 2025
9	Professional work commences	2 nd September 2025 onwards

Should the submitter (s) did not receive any response from INSKEN within one (1) month from the submission date, the application is considered unsuccessful. INSKEN reserves to hold the proposals submitted for referencing purposes.

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3. CONTENT OF THE PROPOSAL/QUOTATION

All proposals/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 4 pages)
Part C	Costing breakdown by components covering each activity. The cost should be inclusive of all components including taxes, duties, levies etc. to be charged (Please limit maximum of 1 page)

Total Maximum page: 7 pages ONLY

The "Sample of Proposal" can be downloaded at the following link, www.insken.gov.my/rfp. Please submit your proposal via online submission using the provided template and email to rfp@insken.gov.my with the header as follows:

- AUMI 2025 – Majlis Graduasi Program Bimbingan INSKEN 2025 – [Company Name]

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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.	20%
TOTAL		100%

Only shortlisted service providers will be contacted and may be required to present their proposals to the selection panel.

5. ADMINISTRATIVE MATTERS

Companies interested in participating in the Request for proposal (RFP) process **must attend the briefing session as per scheduled in the timeline in Section 2 OR other dates that will be informed by INSKEN.**

In order to register and receive the invitation to the briefing session, please email to rfp@insken.gov.my before **12.00 noon on the deadline to register for RFP briefing (refer to Timeline in Section 4 – Table 2).** Please state your name, company, phone number and mention your interest in attending the **briefing session.** Invitation or Links to the Zoom / Google Meet session will be given only to registered companies.

INSKEN will not entertain inquiries via email or phone calls. All questions will be answered during the briefing sessions only.

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 RFP process if it is in its best interest to do so without giving any reason whatsoever. This RFP does not commit INSKEN to award funding or pay any cost incurred in the preparation of the proposals.

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