

**INSTITUT KEUSAHAWANAN NEGARA BERHAD**  
**REQUEST FOR PROPOSAL FORMAT**  
**FOR EVENT MANAGERS / VENDORS FOR PROGRAM ROAD: KARNIVAL PROTÉGÉ**  
**KUSKOP TAHUN 2025**  
**(LOCATION: UTEM & UNIMAS)**

**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	:	<b><u>Business to Consumer (B2C)</u></b> Managed more than 20 prestigious events (dinner, wedding, conference and many more). <b><u>Business to Business (B2B)</u></b> a) Petronas b) Sime Darby Motor c) UMW Toyota d) Suruhanjaya Koperasi Malaysia (SKM)

	e) Kementerian Kemajuan Luar Bandar & Wilayah (KKLW)
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## **PART B: PROGRAMME PLANNING & SPECIFICATIONS (60%)**

*Notes: All planning and proposed content under this section must be based on the implementation of one (1) selected carnival location only. Vendors are required to clearly specify the selected location in their proposal.*

### **i. Programme Specifications**

<b>Programme</b>	<b>:</b>	<b>ROAD: Karnival PROTÉGÉ KUSKOP Tahun 2025</b>
<b>Locations</b>	<b>:</b>	<b>UTeM and/or UNIMAS</b> <i>Notes: Kindly specify the carnival location(s) your company proposes to provide services for.</i>
<b>Tenure</b>	<b>:</b>	<b>5 Days (including 2 days for setup, 2 days for event execution &amp; 1 day post-event)</b>
<b>Objective</b>	<b>:</b>	<b>1. To ensure the event is professionally and smoothly organized across all campuses (UTeM and UNIMAS).</b> <b>2. To ensure the flow of the event is seamless, meeting all expectations of participants and stakeholders.</b> <b>3. To provide a platform for the participants to develop their skills in a conducive environment.</b>
<b>Submission by &amp; Address</b>		<b>Info Minda Sdn Bhd</b> <b>No 8-1, Jalan Usahawan 7,</b> <b>Pusat Bandar Damansara</b> <b>50450 Kuala Lumpur</b> <b>No Tel: 03 – 8314 6666</b> <b>No Fax: 03 – 8314 7777</b> <b>Contact name : Pn Azizah binti Abu</b> <b>(012 – 345 6789)</b>
<b>Make your pitch (Not more than 30 words &amp; avoid generic pitches)</b>	<b>:</b>	<b>We have 15 years experiences managing event. Xxx</b>  <b>Among notable events before:</b> <b>1. XXXX</b> <b>2. XXXX</b> <b>3. XXXX</b>

## **PART B: PROGRAMME PLANNING & SPECIFICATIONS (60%)**

### **ii. Programme Planning (in details)**

#### **Event Schedule & Timeline**

- **Detailed timeline** outlining the key dates (e.g., event setup, event execution, post-event breakdown).
- Breakdown of activities for each day, including session timings, key milestones, and specific roles of each team during the setup and event days.
- For example:
  - **Day 1-2:** Event setup
  - **Day 3-4:** Event execution (activities, booths, performances, etc.)
  - **Day 5:** Post-event cleanup, feedback collection.

#### **Resource Requirements**

- Detailed breakdown of all equipment and resources needed for the event, including:
  - **Venue Setup:** chairs, tables, booths, banners, signage, etc.
  - **Audio-Visual Setup:** PA systems, microphones, stage lighting, etc.
  - **Booth Setup:** booth systems, counter tables, seating, etc.
  - **Outdoor Setup:** food trucks, generators, sanitation.
- Considerations for special needs (e.g., for VIPs, performers, accessibility needs).

#### **Logistics and Operations**

- **Logistics planning** (e.g., transportation, setup & takedown schedules, storage areas for materials).
- Detailed plans for catering, food and beverage arrangements, and coordination with vendors.
- Security plans, waste management, and sanitation protocols.

## **Event Staffing and Roles**

- List of key roles and responsibilities for the event, including Event Manager, coordinators, support staff, volunteers, and technical teams.
- Staff allocation for each area (stage management, registration, exhibitions, food zones, etc.).

## **Contingency Plans**

- Risk management strategies, including backup plans for unexpected circumstances (e.g., weather-related disruptions, technical failures).
- Crisis management procedures.

## **Marketing & Promotion Strategy**

- A brief summary of marketing efforts, including **media buys, advertisements, and promotions**.
- How the event will be publicized in the weeks leading up to it, and how on-site engagement will be maximized.

## **Evaluation & Post-Event Feedback**

- **Methodology for collecting feedback** (e.g., surveys, focus groups).
- How success will be measured (e.g., number of participants, sales, participant satisfaction).
- Plans for post-event reporting and follow-up.

## **Sponsorship & Branding Opportunities**

- Sponsorship packages (if applicable), including visibility opportunities (e.g., banners, booths).
- How event branding will be handled and the visibility of sponsors or partners.

### **PART C : PROPOSED COSTING (20%)**

*Notes: All costing content under this section must be based on the implementation of one (1) selected carnival location only. Vendors are required to clearly specify the selected location in their proposal.*

#### **A. Venue & Setup**

Item	Quantity	Unit Cost (RM)	Total Cost (RM)
Hall rental (5 days)	2 campuses	X	X
Chairs & Covers	e.g., 300 @ UTEM, 300 @ UNIMAS	X	X
Rostrum	2 units	X	X
Banquet tables	5 per site	X	X
Subtotal A			RM XXXX

#### **B. Audio-Visual System**

Item	Quantity	Unit Cost (RM)	Total Cost (RM)
PA System (indoor & outdoor)	1 set/site	X	X
LED Panel	1 set/site	X	X
42" TV	1/day	X	X
Cordless Microphones	5 units	X	X
MCP Package with LED	Per site	X	X
Smoke Machine	1/day	X	X
Stage Lighting	1 unit/day	X	X
Subtotal B			RM XXXX

### C. Booth & Furniture Setup

Item	Quantity	Unit Cost (RM)	Total Cost (RM)
Booths (3m x 3m x 2.5m)	60 units	X	X
Counter tables	60 units	X	X
Chairs (Exhibitors + Motherbooth)	146 units	X	X
Motherbooth setup	1 set	X	X
Subtotal C			RM XXXX

### D. Outdoor Setup & Food Festival

Item	Quantity	Unit Cost (RM)	Total Cost (RM)
Food truck area setup	10 trucks	X	X
Arabian tents	17 units	X	X
Trash bins, sinks, electricity	-	X	X
Dining tents/tables/chairs	-	X	X
Subtotal D			RM XXXX

### E. Programme Activities

Item	Description	Unit Cost (RM)	Total Cost (RM)
Opening Ceremony & Performances	Emcee, cultural acts, VVIP lunch	X	X
Stage Programme	2 days per site	X	X
Podcast/Busking	1 session/site	X	X
Speaker & Moderator	1 per day	X	X
Subtotal E			RM XXXX

## F. Printing & Branding

Item	Quantity	Unit Cost (RM)	Total Cost (RM)
Bunting, Banner, Roll-up	140 pcs	X	X
QR Standees	20 units	X	X
Tags, Lanyards	240 units	X	X
Photowall	1 unit	X	X
Coupons (RM10 & RM5)	3,000 units	RM20,000	
Programme Booklet (design & print)	Per site	X	X
Subtotal F			RM XXXX

## G. Promotion & Media

Item	Description	Cost (RM)
Pre-event promotion (2 weeks)	Service-based	X
Media buy (ADS loops)	2 weeks	X
Teaser video & recruitment	Service-based	X
Subtotal G		RM XXXX

## H. Photography & Videography

Item	Quantity	Cost (RM)
Photographer	2 days/site	X
Videographer	2 days/site	X

Subtotal H		RM XXXX
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#### I. Logistics & Miscellaneous

Item	Description	Cost (RM)
Transport (materials, promo items)	Per site	X
Lucky draw items	RM7,000	RM7,000
Printing needs (paper, toner)	-	X
Secretariat needs	-	X
Mineral Water (VVIP, public)	-	X
Goblets, souvenir trays	-	X
Subtotal I		RM XXXX

#### J. Labour & Services

Item	Description	Cost (RM)
Security, Cleaners, Technicians	Per pax/hour/day	X
Volunteer Allowances	20 pax	X
Event Management Fee	-	TBC
Subtotal J		RM XXXX

**TOTAL ESTIMATED COST: RM [Grand Total Here]**

**Note:**

- 1. All costs are subject to final confirmation and adjustment based on latest updates, venue-specific needs, and stakeholder requests.*
- 2. The costing is subject to further negotiation (for sample ONLY)*
- 3. All costings must correspond to items in scope and include brief justifications*