

COMPANY'S BACKGROUND

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of the Ministry of Entrepreneur and Cooperatives Development (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 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 the 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 entrepreneurs' ability to be resilient, competitive, and global.
- III. Encouraging collaborations between Ministries, Agencies, and Industries.
- IV. Preparing entrepreneurs to be catalysts and leading market trends.

– The remainder of this page is intentionally left blank –

1. OVERVIEW SATU DAERAH SATU INDUSTRI PROGRAMME

Satu Daerah Satu Industri (SDSI) initiative, championed by Kementerian Pembangunan Usahawan dan Koperasi (KUSKOP), aims to promote and develop local industries across various regions in Malaysia. This programme encourages entrepreneurs to produce high-quality, unique products that showcase the heritage and culture of their respective regions.

Through the SDSI framework, entrepreneurs are supported with access to resources, capacity-building programme, advisory services, and market networks designed to enhance product value, improve competitiveness, and elevate market demand both locally and internationally. The SDSI programme is structured under four (4) main clusters, as follows:

1. Food & Beverage Products

- Covering activities in the food and beverage industry based on agricultural products (farming, fisheries, livestock, and forestry)

2. Homestay

- Covering the provision of accommodation facilities and tourism attractions to experience the unique lifestyle and local economic activities.

3. Craft Products

- Covering the manufacturing and production of craft products based on local skills.

4. Healthcare Products / Services

- Covering the production of health products/services, either in the form of food or services based on these products.

– The remainder of this page is intentionally left blank –

2. SCOPE OF WORK – SATU DAERAH SATU INDUSTRI (SDSI) 2026 FASA 2: KAJIAN ANALISIS INDUSTRI

INSKEN is soliciting proposals from a qualified service provider / researcher to provide industry gap analysis and research for *Satu Daerah Satu Industri (SDSI) Fasa 2: Kajian Analisis Industri 2026*. The service provider is expected to conduct the industry research analysis from end-to-end.

a) Overview of Satu Daerah Satu Industri (SDSI) Fasa 2: Kajian Analisis Industri

Satu Daerah Satu Industri (SDSI) is a dedicated bridging programme for highly potential local entrepreneurs to promote local products as a viable industry both locally and globally under the following aspects:

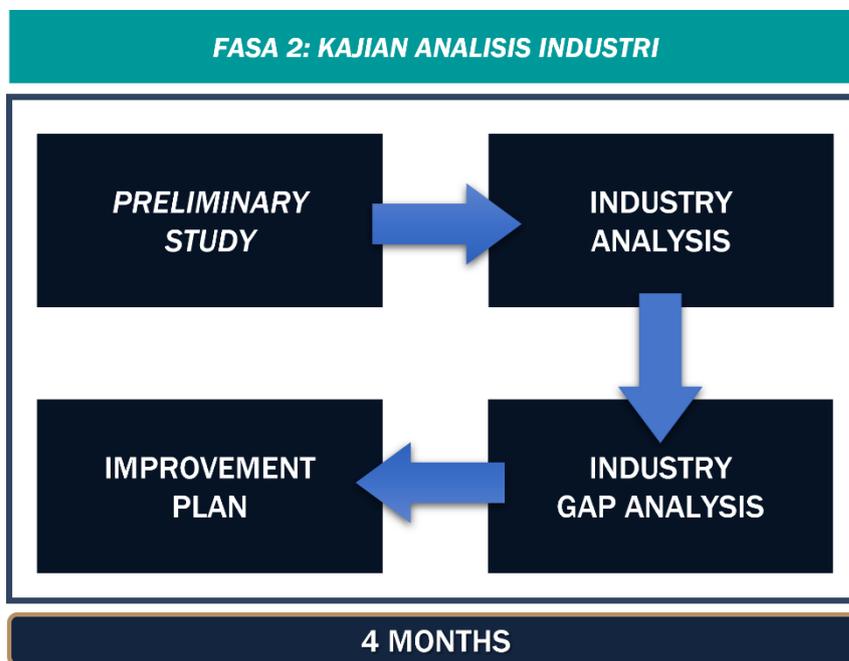
- I. Entrepreneurs – Creating a group of creative and innovative entrepreneurs through community-based socio-economic activities.
- II. Industry – Establishment of SME-level industry that is commercially oriented towards a resilient and viable business model and has an economic value chain.
- III. Product – Development of a unique product that is very specific and niche to the region.

The execution of this phase will focus on conducting preliminary studies, industry analysis, identifying key industry gaps, and formulating improvement plans and recommendations for the relevant industries. This phase will also involve nominating industries for *Fasa 3: Pembangunan Industri (Pengembangan)* for year 2027. The insights and inputs gathered during this phase will serve as key references for the planning and implementation of Fasa 3.

b) Duration of the project

The duration of the project is 4 months consisting of 14 industries, which shall be commenced from 1st May 2026 to 31st August 2026, subject to the internal approval process of INSKEN and/or new official direction by KUSKOP.

c) Framework of Satu Daerah Satu Industri (SDSI) Fasa 2: Kajian Analisis Industri



d) Breakdown of Job Details

1. **Preliminary studies:** To conduct preliminary studies in all 14 industries as listed by KUSKOP,
2. **Industry Ecosystem Analysis:** Analyse the industry ecosystem wholly, including operating capacity, supply chain, distribution channel, revenue stream, product/service marketability, community involvement, and others. Service provider shall meet the industry players / entrepreneurs **physically** at least twice during the period of execution, primarily for industry analysis. Online meetup is allowed as a supplemental meeting.
3. **Identification of Industrial Gap:** Identify the issues, obstacles, gaps faced by the industry (operation, standard compliance, skills, etc.),
4. **Improvement Plan:** Suggest/recommend action of intervention to overcome the issues, obstacles, and gaps as addressed in item no.3. above. Service provider shall arrange a meeting with potential stakeholders to better assist the industries.
5. **Presentation of Findings:** Service provider is required to present to INSKEN/KUSKOP on the findings for all 14 industries including the

suggestion of industries to be carried to *Fasa 3: Pembangunan Industri (Pengembangan)* for the consideration of the SDSI Technical Committee

6. To perform additional tasks as required by INSKEN/KUSKOP or other stakeholder(s).

e) Proposed Project Timeline & Work Plan

No	Item	Work Description	Proposed Duration	Proposed Date
1.	Preliminary study	-Background study on all 14 industries -Identify related & potential authorities / agencies/stakeholders	2 weeks	1 May 2026 – 14 May 2026
2.	Site visit & pre-audit	-Total industries: 14 -Evaluate basic business operation e.g. documentation & basic compliance, product/service benchmarking, MOFA practice etc	5 Weeks	15 May 2026 – 18 June 2026
3.	Industry analysis	-Detail every issues, gaps, weakness, challenges faced by industries	2 Weeks	19 June 2026 – 2 July 2026
4.	Intervention plan	-Suggest strategic improvement plans for industries e.g. trainings, machineries or equipments, certifications, infrastructures etc -Meet with authorities, agencies, stakeholder	3 weeks	3 July 2026 – 23 July 2026

No	Item	Work Description	Proposed Duration	Proposed Date
		to discuss potential assistance for industries		
5.	Final reporting	-Prepare final reports for all 14 industries	4 weeks	24 July 2026 – 20 August 2026
6.	Presentation of findings	-Submission of final reports for all 14 industries -Presentation of findings to INSKEN/KUSKOP and other stakeholders (if any)	10 days	21 August 2026 – 31 August 2026

f) Reporting

At the end of this program, KUSKOP & INSKEN are expecting a total of 14 industry analysis reports. The reports shall be a comprehensive, uniform report consisting of, but not limited to, items as listed in 2) d).

For progress monitoring purposes, the service provider shall provide monthly reports on the 6th day of the next month. The monthly report shall comprise the activities conducted in the month, e.g. numbers of industries visited, agency meetups scheduled/conducted, etc.

In the case of ad-hoc reports, the appointed service will be provided a maximum of 48 hours to respond with the requested report.

– The remainder of this page is intentionally left blank –

Areas of reporting

No	Basic business operation	Identity & community impact	Potential growth
1	Documentation and standard/law compliance	Product uniqueness	Capacity growth
2	Product/service development	Community involvement	Certification gap/lack of recognition
3	Sourcing management	Value chain	Succession planning
4	Marketing, Operation, Financial, Administration (MOFA)	-	-
5	Financial Performance	-	-

Note: Subject to change

– The remainder of this page is intentionally left blank –

g) Summary of Industries involved:

District	State	Industry/Product	Cluster
Padang Terap	Kedah	Handmade Paper	Craft
Kuala Lipis	Pahang	Sarang Burung Walit	Food & beverages
Langkawi	Kedah	RTE products	Food & beverages
Sipitang	Sabah	Madu Kelulut	Healthcare
Muar	Johor	Jus Kedondong Asam Boi	Food & beverages
Seberang Perai Selatan	Pulau Pinang	RTE products	Food & beverages
Melaka Tengah	Melaka	Kraf Rotan	Craft
Sanglang	Perlis	Juhud Herba	Healthcare
Gerik	Perak	Batik Clay Bandariang	Craft
Durian Tunggal	Melaka	Kopi Mengkudu Matmo	Food & beverages
Barat Daya	Pulau Pinang	Batik Pulau Betong	Craft
Barat Daya	Pulau Pinang	Produk Herba Moringa	Healthcare
Kudat	Sabah	Tenunan Rungus	Craft
Seberang Perai Tengah	Pulau Pinang	Damiral's Bread	Food & beverages

3. QUALIFIED SERVICE PROVIDERS

Service provider must be able to deliver the scope of works as appended above, with credible and sound experience, including sufficient industry and/or professional experience in entrepreneurship development, and the provision of other relevant services as needed.

The appointed service provider must be;

1. Either an Entrepreneur, Professional, or Academician.
2. Possess the knowledge, skills, and expertise needed to carry out the research & analysis, especially within the MSME sector.
3. Good understanding of the SDSI model framework.
4. Possess adequate resources to conduct the research & analysis within 4 months duration of the project.
5. Ability to plan and suggest a strategic intervention plan for the industries involved.
6. Independent, flexible, and willing to work in a team.
7. Acceptable academic achievement.
8. Ability to work under a tight timeline.
9. Demonstrate discipline, high commitment, and good teamwork.
10. Willing to follow and observe all the directions provided by INSKEN.

4. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

The appointed service provider shall acknowledge and agree that any design/deliverables created for this RFP shall be considered as a “work made for hire” and all rights to the said design/deliverables shall belong exclusively to INSKEN.

The appointed service provider shall be prohibited from disseminating all data and/or deliverables developed and funded under this programme to other parties without prior written consent of INSKEN.

5. TIMELINE

The Request for Proposal (RFP) process will be conducted as per the schedule below:

No	Activity	Date
1	Issuance of RFP document	1 April 2026
2	Deadline to register for RFP briefing	7 April 2026
3	Briefing on RFP document	9 April 2026
4	Deadline for submission of proposal (s)	15 April 2026
5	Selection of Service Providers (s)	17 April 2026
6	Proposal Pitching	22 April 2026
7	Appointment of Service Providers (s)	27 April 2026
8	Professional work commences	1 May 2026

Should the service provider not receive any response from INSKEN within three (3) months from the submission date, the application is deemed unsuccessful. INSKEN, however reserve to hold the submitted proposal for reference purposes.

– The remainder of this page is intentionally left blank –

6. CONTENT OF THE PROPOSALS

All proposals must include the following information:

Part A	Company profile & credentials, research leader (s) & team members' profiles. (Please limit maximum of 2 pages)
Part B	Proposed Research Design – Proposed Activities, Implementation Timeline, Milestones & Deliverables. (Please limit maximum of 4 pages)
Part C	Costing breakdown by components covering each activity. (Please limit maximum of 1 page)

Total Maximum page for RFP: 7 pages ONLY

Note: Service Provider(s) are requested to refer to the "Sample of Proposal" to be submitted to INSKEN.

Based on the above requirement, kindly submit your proposals to Institut Keusahawanan Negera (INSKEN). Please submit your proposal using the provided template and email to rfp@insken.gov.my with the header as follows:

- RFP2026/ID/SDSI2026/FASA2

Should you have any further clarification regarding this RFP do not hesitate to contact Encik Allan (012-3678953) or Encik Fauzan (011-33794307) for further information.

7. 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, able to provide maintenance and support	20%

No.	Criteria	Percentage
2	Proposed Research Design Detailed planning on the research & analysis approaches and methodologies, implementation plans, timeline, milestones & deliverables. Able to complete expected deliverables based on the timeline set out.	60%
3	Budget Detailed cost information to support the proposed programmes. To include all matters of the logistic such as accommodations, flight ticket, and/or transportation	20%
TOTAL		100%

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

8. ADMINISTRATIVE MATTERS

All proposals must include the following information:

For any interested service provider, please register to attend the briefing session via email to rfp@insken.gov.my **before 5.30 pm, 7th April 2026**. Please state your **name, company, phone number, and mention your interest in attending the briefing session**.

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.

END OF DOCUMENT