

## **1. BACKGROUND OF INSKEN**

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development & Cooperatives (KUSKOP) that offers entrepreneurship development initiatives through its training and coaching programmes.

In line with INSKEN's tagline; "Membangun Usahawan MADANI", INSKEN ensures all programmes conducted are based on industry needs. Programme are executed through smart collaboration with industry practitioners, professionals and government agencies in order to strengthen the national entrepreneurship ecosystem.

### **Vision**

Realizing the National Entrepreneurship aspiration through capacity development 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 in trends and market.

For 2026, INSKEN will focus on priority sectors under RMK-13, namely as per below:

- High-Growth High-Value (HGHV),
- Orange Economy,
- Green Economy,
- Blue Economy,
- Technical and Vocational Education and Training (TVET), and
- The Third Sector.

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**INSTITUT KEUSAHAWANAN NEGARA BERHAD**

Request for Proposal (RFP)

Program Latihan Dan Bimbingan Perseorangan Bumiputera INSKEN (BANGKIT)



**2. SCOPE OF WORK - PROGRAM LATIHAN DAN BIMBINGAN PERSEORANGAN BUMIPUTERA INSKEN (BANGKIT)**

INSKEN is soliciting proposals from qualified industry practitioner(s) to deliver **industry specific workshops and/or coaching sessions** for entrepreneurs of micro, small and medium businesses, with the objective to develop viable and sustainable businesses.

Summary of INSKEN BANGKIT PROGRAMME is as follows:

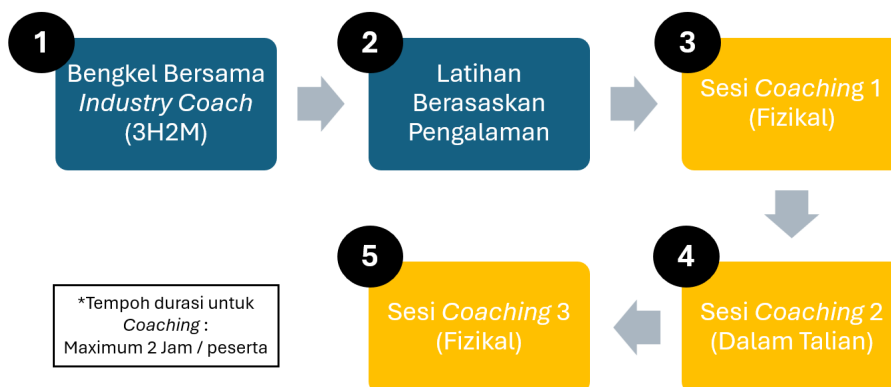
<p><b>OBJECTIVE</b></p>	<ul style="list-style-type: none"><li>• To provide entrepreneurs with appropriate exposure to knowledge, skills, and correct understanding in managing their businesses;</li><li>• To enhance entrepreneurs' potential and competitiveness through the adoption of industry best practices;</li><li>• To increase business income and create employment opportunities;</li><li>• To support the national economic agenda and priorities in line with the 13th Malaysia Plan (RMK-13) through improvements in productivity and the scalability of micro enterprises;</li><li>• To empower micro entrepreneurs through structured, high-impact, and comprehensive capacity-building interventions; and</li><li>• To equip entrepreneurs with relevant competencies and knowledge based on priority economic themes under RMK-13</li></ul>
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<b>OUTCOME</b>	<p><b><u>ENTREPRENEURS KPI:</u></b></p> <p>At the end of this programme, entrepreneurs need to achieve a certain KPI (depending on their business target), minimum of 3 KPI Eg:</p> <ul style="list-style-type: none"> <li>• Increase business status from micro to small enterprise.</li> <li>• Create new employment opportunities with minimum wage payment.</li> <li>• Increase a minimum of 25% turnover (monthly).</li> <li>• Improve business gaps (subject to industry requirements).</li> <li>• Improve or transform each industry's operations for business sustainability.</li> <li>• Completed coaching activities in the programme.</li> <li>• Completion of Industry Workshop and/or Coaching Sessions as per schedule set out.</li> <li>• To submit progress report on time via INSKEN Mobile Apps (INSKEN IPRO).</li> <li>• Business registered in Google Business.</li> </ul>
	<p><b><u>INDUSTRY COACH RESPONSIBILITY:</u></b></p> <ul style="list-style-type: none"> <li>• To ensure 30% of entrepreneurs (participants) will be able to increase the scale of their businesses from micro to small.</li> <li>• To ensure 30% of entrepreneurs (participants) will be able to create new employment opportunities with minimum wage payment.</li> <li>• To ensure that entrepreneurs can increase their sales and improve business operation.</li> <li>• To ensure the entrepreneurs (participants) will be able to achieve target/ KPI's and give a full commitment in this programme.</li> <li>• Completed Industry Coach Workshop and Coaching Session according to the schedule.</li> <li>• Submit report (progress) on time.</li> </ul>

<p><b>PARTICIPANTS</b></p>	<p><b><u>Scale-up entrepreneurs</u></b></p> <ul style="list-style-type: none"> <li>• Entrepreneurs who already have a registered business.</li> <li>• Entrepreneurs who are active in business operations (min 2 years) and have proper sales records.</li> <li>• Entrepreneurs who are committed to participate in all activities in the programme.</li> <li>• Require business improvement and expansion not only limited to financing.</li> <li>• Others criteria subject to INSKEN's guidelines.</li> </ul>
<p><b>NUMBER OF PARTICIPANTS</b></p>	<p>Maximum 30 entrepreneurs per group (same industry)</p>
<p><b>PROGRAMME MODE</b></p>	<p>Physical &amp; Online</p>
<p><b>DURATION</b></p>	<p>3 months for Program Latihan Dan Bimbingan Perseorangan Bumiputera INSKEN (BANGKIT)</p>
<p><b>PROGRAMME COMPONENTS</b></p>	<p>BANGKIT (all industry)                      Component 1 : Industry Coach / Diagnostic Workshop                      Component 2 : Experiential Learning                      Component 3 : Business Coaching (3x)</p>

<p><b>INDUSTRY COACH CRITERIA</b></p>	<ul style="list-style-type: none"> <li>• Managing own business.</li> <li>• *Industry-related experience – 5 to 10 years above and currently active in the business.</li> <li>• Good business track record (maintain revenue and profit minimum of 3 years, including current year).</li> <li>• Willing to develop the entrepreneurs and entrepreneurship ecosystem.</li> <li>• Willing to be involved and engaged in social media activities (promotions, marketing, etc).</li> <li>• Discipline, high commitment, and good teamwork.</li> <li>• Free from any legal actions.</li> <li>• Must not openly involved with any political activities.</li> <li>• Willing to assist, guide and develop participants (entrepreneurs) and entrepreneurship ecosystem.</li> <li>• Experience in business mentoring and coaching.</li> <li>• Good networking with related ministries, agencies or relevant entrepreneurship agencies will be value added.</li> <li>• *Recognition or award (business achievement) from related ministries/bodies will be value added.</li> </ul> <p>*Please provide the attachment for reference (if any)</p>
<p><b>NOTES</b></p>	<p>INSKEN have the rights to change (if any) the programme content to ensure the success of the programme.</p>

**3. BANGKIT (ALL INDUSTRY) FRAMEWORK**



We would welcome the potential coaches from the following industries:

<b>Code</b>	<b>Industry</b>
<b>FOOD AND BEVERAGES SERVICES</b>	
FB01	Bakery
FB02	Café & Restaurant
FB03	Catering
FB04	Central Kitchen
FB05	Processed food
FB06	Baverages
<b>RETAIL, WHOLESALE &amp; PRODUCT MANUFACTURING</b>	
RW01	Grocery Store
RW02	Electronic and Gadget
RW03	Automotive Accessories
RW04	Beauty Care Products
RW05	Beverage Product Manufacturing
RW06	Bundle Shop
RW07	Chocolatier
RW08	Fashion , Clothing & Accessories
RW09	Sports Equipement
RW10	Food Product Manufacturing
RW11	Furniture
RW12	Managing Retail Store
RW13	Online and Offline Retail
RW14	Retail Market (Export)
RW15	Retail Market (Increase Sales from Shelves to Cashier)
RW16	Trading
<b>TOURISM</b>	
TR01	Vacation Rental Services (Private homes, apartments, villas, rooms)
TR02	Accommodation Services (Budget Hotel / Guest House / Chalet)
TR03	Ecotourism
TR04	Extreme Sports

TR05	Homestay
TR06	Travel & Tours
TR07	High Impact Tourism
TR08	Marine Tourism
<b>AGRICULTURE &amp; AQUACULTURE</b>	
AG01	Food Crops
AG02	Seed Propagation / Plant Nursery
AG03	Horticulture / Fertigation
AG04	Industrial / Commodity Crops
AG05	Livestock Farming
AG06	Agro-based processed products
AG07	Fertilizer Production
AG08	Sustainable Agriculture
AG09	Recycling Industry
AG10	Fisheries & Aquaculture
AG11	Seafood Processing
<b>CARE &amp; EDUCATION</b>	
CE01	Childcare Centre
CE02	Early Childhood Education (Kindergarten)
CE03	Tuition & Learning Centres
CE04	Disability Care Services
CE05	Elderly Care Services
CE06	Online Learning / E-learning Services
CE07	Enrichment Classes (music, art, coding, robotics)
<b>HEALTHCARE</b>	
HC01	Medical Clinics
HC02	Dental Clinics
HC03	Pharmacies
HC04	Therapy & Rehabilitation Services

<b>BEAUTY &amp; PERSONAL CARE</b>	
BW01	Spa & Wellness
BW02	Postnatal / Confinement Care
BW03	Hair Salon
BW04	Barbershop / Haircut Shop
BW05	Traditional & Complementary Treatments
BW06	Personal Care Services
BW07	Wellness Centre
<b>CREATIVE</b>	
CR01	Graphic Design & Advertising Services
CR02	Event Management & Production
CR03	Photography Services
CR04	Content Creation & Digital Media
CR05	Video & Film Production
CR06	Printing, Publishing & Packaging
CR07	Fashion Design, Tailoring & Apparel
CR08	Handicrafts & Artisan Products
CR09	Music & Performing Arts
CR10	Publication
CR11	Animation
CR12	Fashion
CR13	Gaming
<b>SPORTS &amp; RECREATION</b>	
SR01	Gymnasium & Fitness Centres
SR02	Sports Academy
SR03	Recreational & Adventure Sports
<b>TVET (TECHNICAL &amp; VOCATIONAL)</b>	
TV01	Air Conditioning & Related Services

TV02	Car Workshop
TV03	Motorcycle Workshop
TV04	Carwash & Detailing Services
TV05	Phone & Electronics Repair Services
TV06	Cleaning & Sanitizing Services
TV07	Landscaping
TV08	Laundry
TV09	Pet Care Services
TV10	Handyman
TV11	Building Construction & Maintenance
<b>OTHER SERVICES</b>	
SV02	Florists & Gifts
SV03	Home Manager / Daily Maid
SV04	Professional Services (Legal / Business & Corporate / Human Capital)
SV05	Wedding Planner
<b>HGHV</b>	
HGHV01	Renewable Energy & Green Technology
HGHV02	Digital Technology, Innovation & Advanced Solutions
HGHV03	High-Value / High-Impact Tourism
HGHV04	Medical Device (advanced manufacturing)
HGHV05	Ports & Logistics
HGHV06	Marine Biotechnology
HGHV07	Oil & Gas
<b>TECHNOLOGY IN BUSINESS</b>	
TC01	Animation
TC02	Artificial Intelligence
TC03	Software Developer & ICT Services
<b>OTHERS</b>	

<b>OTH1</b>	<b>Others</b>
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For the purposes of this RFP, “**coaching**” is defined as ‘a process through which entrepreneurs are helped to measurably improve their business performance and personal capability in scaling up the business’.

Industry practitioner (s) may propose:

- i) To deliver coaching sessions for the entrepreneurs
- ii) To conduct Specific Industry Workshop

<b>COACHING REQUIREMENT</b>	<ul style="list-style-type: none"> <li>• Industry coach needs to deliver 3 coaching sessions for 30 entrepreneurs. (1 entrepreneur = 3 coaching sessions) within 3 months.</li> <li>• Coaching areas should be based on the entrepreneur’s gap analysis (operations, marketing, administration, finance and others).</li> <li>• Coaching must implement the practical, more actionable and problem- solving approach.</li> </ul>
<b>INDUSTRY COACH WORKSHOP REQUIREMENT</b>	<ul style="list-style-type: none"> <li>• Industry coach need to deliver 3 days workshop covering specific module which is relevant (eg):                             <ul style="list-style-type: none"> <li>✓ Current Scenario and Landscape of the Industry</li> <li>✓ Benchmarking &amp; Case studies</li> <li>✓ Risk mitigation &amp; Key Success Factors</li> <li>✓ Challenges and How to Overcome</li> <li>✓ Other relevant topics</li> </ul> </li> </ul>
<b>EXPERIENTIAL LEARNING</b>	<ul style="list-style-type: none"> <li>• Industry coach needs to facilitate INSKEN to arrange for a an experiential learning session either at Industry Coach own premise or any other recommended premise that is relevant to the sector.</li> </ul>

**4. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES**

Industry practitioner(s) shall acknowledge and agree that any products and/or deliverables created for the purpose of this RFP shall be considered as a “work made for hire” and all rights to the said products and/or deliverables shall belong exclusively to INSKEN. Industry

practitioner(s) shall be prohibited from disseminating products and/or deliverables developed and funded under this programme to other parties without prior written consent from INSKEN.

### **5. KEY DATES & DETAILS**

The RFP process will be conducted as per the schedule below:

NO	ACTIVITY	DATES
1	Issuance of RFP document	30 January 2026
2	Closing date for RPF submission of proposal(s)	15 February 2026
3	Method to Submit Proposal	<p>Proposals must be submitted in soft copy and clearly indicate the proposal header.</p> <p>Training providers are required to refer to the “Sample of Proposal”, which can be downloaded from the following link: <a href="http://www.insken.gov.my/rfp">www.insken.gov.my/rfp</a></p> <p>The proposal (in PDF format) is ONLY to be submitted to <a href="mailto:rfp@insken.gov.my">rfp@insken.gov.my</a>.</p> <p>Proposals submitted in any manner other than as detailed in this paragraph, or are submitted after the deadline shall be deemed to be invalid and may be excluded from consideration.</p>
4	Selection of Service Provider(s)	18 February 2026
5	Proposal Pitching	26 February 2026
6	Appointment of Service Provider(s)	March 2026 onwards
7	Expected Training Work Commences	March 2026 onwards

\*Dates are subject to change from time to time

The proposed key dates and details are for the first RFP session for BANGKIT industry coaches. Subsequent RFP sessions will be conducted as and when required throughout the year 2026.

Should the industry player (s) did not receive any response from INSKEN within three (3) months from the submission date, the application is considered to be unsuccessful. INSKEN reserve to hold the industry player (s) submitted proposal for reference purposes.

## **6. CONTENT OF THE PROPOSALS**

All proposals must include the following information:

<b>Part A</b>	Company profile & credentials, and content developers, industry player (s) & coaches' profile including team's profile. (Please limit maximum <b>2 pages</b> )
<b>Part B</b>	i. Coaching Sessions – Proposed coaching approach. ii. Industry Specific Workshop – Proposed relevant modules. (Please limit maximum <b>6 pages</b> )
<b>Part C</b>	Costing breakdown by components covering coaching fees, workshop, programme evaluation. (Please limit maximum <b>1 page per workshop</b> )

**Total Maximum page for RFP: 9 pages ONLY**

Note: Industries players are requested to refer to “Sample of Proposal” to be submitted to INSKEN.

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

- RFP2026/CD/Food&Beverages
- RFP2026/CD/Retail&Wholesale
- RFP2026/CD/Tourism
- RFP2026/CD/Services (eg Pet Care Services, Professional Services, Bundled Services)
- RFP2026/CD/TechInBusiness

## **7. REVIEW AND SELECTION**

The selection panel will review the proposals based on the following criteria:

<b>No.</b>	<b>Criteria</b>	<b>Percentage</b>
<b>1</b>	<b>Organisational information</b> Experience of the industry player (s), and company profile – turnover of the company, manpower and its success stories, recognition (testimony).	<b>20%</b>
<b>2</b>	<b>Programme Content: Industry Workshop, Experiential Learning and Coaching Sessions</b> Detailed information on modules for Industry Workshop (3 days) and coaching approaches/ methodologies, implementation plans and outcome-based KPI.	<b>60%</b>
<b>3</b>	<b>Budget</b> Detailed costing and other information to support the proposed programmes (All matters pertaining to the logistic such as accommodations for trainer & assistant (twin sharing), flight ticket/ transportation, will be borne by INSKEN).	<b>20%</b>
<b>TOTAL</b>		<b>100%</b>

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

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## **7. ADMINISTRATIVE MATTERS**

Industry players interested in participating in the Request for proposal (RFP) process **must attend the briefing session as per scheduled in the timeline in Section 5 OR other dates that will be informed by INSKEN.**

In order to register and receive the invitation to the briefing session, please email [rfp@insken.gov.my](mailto:rfp@insken.gov.my) before 5.00 pm, on the deadline to register for RFP briefing (refer to Timeline in Section 5). Please state your name, company, phone number and mention your interest to attend the briefing session. Invitation or Links to the Zoom / Google Meet session will be given only to registered industry players.

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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