

INSTITUT KEUSAHAWANAN NEGARA BERHAD (INSKEN)

**REQUEST FOR PROPOSAL FORMAT
EVENT MANAGER FOR KARNIVAL HEBATKAN PERNIAGAAN MALAYSIA
(HPM) 2026 x SHOWCASE SATU DAERAH SATU INDUSTRI (SDSI) 2026 @
MELAKA**

PART A : COMPANY PROFILE (20%)

Company/Business Name	:	Info Minda Sdn Bhd
Registration No	:	IM - 075631 - D
Year Incorporated	:	2014
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), 2002, 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 service, Product Development, Supply Chain, Operations Management)
Last year turnover (2025)	:	RM2,846,331.40
Full Employee(s)	:	15
Experience in industry	:	12 years
Past/similar experience	:	Business to Consumer (B2C) Managed more than 20 prestigious events (dinner, wedding, conference and many more). Business to Business (B2B) a) Petronas b) Sime Darby Motor c) UMW Toyota d) Suruhanjaya Koperasi Malaysia (SKM) e) Kementerian Kemajuan Desa & Wilayah (KKDW)

PART B: PROGRAMME SPECIFICATIONS, TIMELINE & WORKPLAN AND DELIVERABLES (60%)

i. Programme Specifications – Overall Programme

Programme	:	Karnival Hebatkan Perniagaan Malaysia 2026 X Showcase SDSI 2026 @ Melaka
Code	:	RFP2026/ID/KARNIVALHPM/MELAKA
Mode	:	Physical
Tenure	:	7 Days (including 3 days for setup, 3 days for event execution & 1 day post event)
Objective	:	<ol style="list-style-type: none"> 1. To ensure the program 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 (3,000pax)
Scope of works	:	<p>Scope 1: Service for design, production, event & activity rmanagement, assemble & dismantle, food & beverage supply, and promotional material supply</p> <p>(Please list down items as per RFP document. You may propose additional relevant items for add value to this event)</p> <p>OR</p> <p>Scope 2: Service for planning layout, assemble & dismantle, power supply and setup for outside area.</p> <p>(Please list down items as per RFP document. You may propose additional relevant items for add value to this event)</p>
Content	:	<p>Proposed area of event that you think important to Showcase based on given layout: <i>(refer attachment of itinerary)</i></p> <ol style="list-style-type: none"> 1. XX 2. XX
Submission by & Address		<p>Info Minda Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 – 8314 6666</p>

	<p>No Fax: 03 - 8314 7777 Contact name : Pn Azizah binti Abu (012 - 345 6789)</p>
<p>Event manager & social media accounts (Linkedin, FB, Twitter & Instagram)</p>	<p>Encik Abu Bin Ali MSc in Supply Chain Management (USM) Linkedin : Abu Ali Facebook : Info Minda Twitter : Info Minda Instagram : Info Minda</p>
<p>Make your pitch (Not more than 30 words & avoid generic pitches)</p>	<p>We have 15 years experiences managing event. Xxx</p> <p>Among notable events before:</p> <ol style="list-style-type: none"> 1. XXXX 2. XXXX 3. XXXX

SAMPLE

ii. Programme Planning (in details) (*Potential service provider may propose on the work description, duration and dates that fit/suitable to the programme*)

1. Visuals & Listing of Items

- Full layout of tents for indoor and outdoor areas as per listed in the RFP document,
- Main stage, booths, partitions, decorations, Lightings, LED system, etc
- Sample mock-up images including:
 - i) View of main stage & mini stage
 - ii) Key visuals (visual backdrop/bunting/arch) design
 - iii) Pavilions & booth design (partitioning, decoration, carpet & furniture layout)
 - iv) Other significant & relevant areas

2. Implementation Timeline:

- Preparation schedule (setup, rehearsals, event flow)
- Manpower deployment plan (security, logistics, cleaning, ushering, etc.)

PART C : PROPOSED COSTING (20%) – *(Potential service provider may propose on cost that fit/suitable to the programme)*

No	Item	Total Cost (RM)
Delivery for Scope 1 / Scope 2 for Karnival Hebatkan Perniagaan Malaysia 2026 x Showcase SDSI Melaka 2026		
1	TENTS & CANOPY	
	• 22 bay of marquee tents	60,000.00
	• 4 units of Arabian canopy	6,000.00
2	EQUIPMENTS	
	• Booth	14,000.00
	• Table	7,000.00
	• Chairs	4,300.00
	• Power sockets	3,500.00
	• Stage setup, equipment dan decorations	25,000.00
3	MISCELLANEOUS & ADDITIONAL SERVICES	35,000.00
Total Overall		154,800.00

Note:

1. The costing illustrated above is **for sample only** and does not reflect the actual cost.
2. Vendor costings **must correspond to items in scope** and include brief justifications.