

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.

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2. SCOPE OF WORK – PROGRAM BIMBINGAN KEUNTUNGAN MENU

INSKEN is soliciting proposals from qualified provider(s) to develop and conduct the *Program Bimbingan Keuntungan Menu* to scale up entrepreneurs and create viable and sustainable businesses by focusing on enhancement and improvement of menu developed by the entrepreneurs in their respective restaurants. *Program Bimbingan Keuntungan Menu* is targeted to be implemented continuously throughout the year.

Please indicate in your proposal the details below:

- I. The level of understanding of the content of your modules, whether it is suitable for beginner, intermediate or advance
- II. Specific target group/industry
- III. Any pre-requisite to participate in the module

The coaching stage of the programme is as detailed below:

Code	Area
MENU 201	(2 days – Advanced Workshop on <i>Program Bimbingan Keuntungan Menu</i>) (3x coaching – Improvement to menu based on cost and margin)

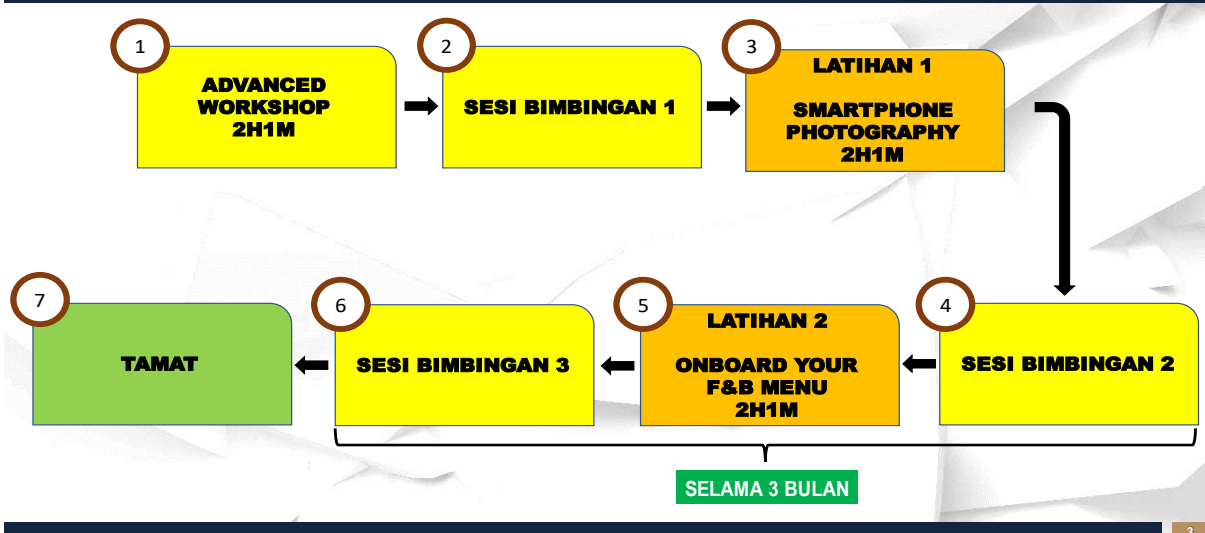
Qualified provider(s) are welcomed to submit proposal for the *Program Bimbingan Keuntungan Menu*. The structure of *Program Bimbingan Keuntungan Menu* (MENU 201) are as follows:

OBJECTIVE	<ul style="list-style-type: none"> • Provide assistance and support (training & coaching) to F&B based operators through systematic review, revision, and revamp of their menu in order to maximize their profit margin and sustain their businesses during the challenging period. • Facilitate participants to adapt to digitalizing their daily business activities to strengthen their business operations with proper transaction and record keeping to support business improvement and market expansion. • To handhold each participant by reviewing their progress during coaching session. • To increase participants’ sales performance.
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PROGRAMME COMPONENTS	<ul style="list-style-type: none"> • 1x advanced workshop (maximum of 30 participants) on <i>Keuntungan Menu</i> module. • 3x coaching sessions throughout 3 months of programme.
OUTCOME	<p><u>COMPANIES KPI:</u></p> <ul style="list-style-type: none"> • At the end of the coaching programme, participants are expected to record sales increase by minimum of 25%. • Adaptation of digitalisation to record daily transactions. • Creating new sales channels. • Business registered in Google Business Profile.
MODE	<ul style="list-style-type: none"> • Workshop (Physical) 2 days 1 night. • 3x Coaching session (Physical) one to one with each entrepreneur at their premise or any relevant place.
SCOPE OF WORK	<p><u>CONSULTANT(S) RESPONSIBILITY:</u></p> <ul style="list-style-type: none"> • To develop a structured workshop and coaching programme according to the requirements. • Provide 1x advanced workshop (maximum of 30 participants) on <i>Keuntungan Menu</i>. • Provide 3x coaching sessions throughout 3 months of programme. • To be responsible in the management of the programme for 3 consecutive months. • To ensure smooth running of the training and coaching sessions. • To ensure participants will be able to achieve target/KPI's and full commitment in this programme. • To ensure average sales of participants will increase. • To ensure participants using the digitalisation to record daily transactions. • To ensure participants create new sales channels. • To encourage and ensure 100% of active participants will submit their monthly sales data in INSKEN IPRO application for monitoring. • Completion of 1x advanced workshop and 3x coaching sessions according to the schedule. • To submit coaching report (progress) in a timely manner in the first week of the next month.

PARTICIPANTS	30 participants (maximum)
DURATION	3 months/batch <i>(New batches will be funnelled throughout the year)</i>
CONSULTANT(S) CRITERIA	<ul style="list-style-type: none"> • Relevant experience in conducting or training on <i>Keuntungan Menu</i> course. • Good business track record (maintain revenue and profit minimum of 3 years, including current year). • Excellent communication skills, dedicated, committed and good team work. • Free from any legal actions and free from any issues with INSKEN. • Must not openly involve with any political activities. • Business is currently on-going and active. • Willing to assist, guide and develop participants and entrepreneurship ecosystem. • Good networking with related ministries, agencies or relevant entrepreneurship agencies recognition or award (business achievement) from related ministries/bodies will be value added. • Alumni of INSKEN coaching program who had undergone and attended similar training and coaching will be an added value.
NOTES	INSKEN have the rights to change (if any) the programme content to ensure the success of the programme.

KERANGKA PROGRAM BIMBINGAN KEUNTUNGAN MENU



3. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

Consultant(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. Consultant(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.

4. TIMELINE

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

No.	Activity	Proposed Dates			
		Q1 (Jan – Mar 2024)	Q2 (Apr – Jun 2024)	Q3 (Jul – Oct 2024)	Q4 (Nov – Dec 2024)
1	Issuance of RFP document	3 rd January 2024 onwards			
2	Deadline to register for RFP briefing	2 Feb 2024	2 May 2024	17 Sept 2024	14 Nov 2024
3	Briefing on RFP document	7 Feb 2024	7 May 2024	20 Sept 2024	16 Nov 2024
4	Deadline for submission of proposal (s)	14 Feb 2024	14 May 2024	26 Sept 2024	22 Nov 2024
5	Selection of Service Providers (s)	19 Feb 2024	20 May 2024	4 Oct 2024	28 Nov 2024
6	Proposal Pitching	28 Feb 2024	28 May 2024	10 Oct 2024	5 Dec 2024
7	Appointment of Service Providers (s)	8 Mar 2024	7 Jun 2024	17 Oct 2024	12 Dec 2024
8	Professional work commences	15 Mar 2024 Onward	14 Jun 2024 Onward	24 Oct 2024 Onward	29 Dec 2024 Onward

Should the consultant(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 consultant(s) submitted proposal for reference purposes.

5. CONTENT OF THE PROPOSALS

All proposals must include the following information:

Part A	Company profile & credentials, and content developers, consultant(s) & coaches' profile including team's profile. (Please limit to maximum of 2 pages)
Part B	i. Consultation & improvement work – Proposed approach. ii. Specific Workshop – Proposed relevant modules. (Please limit to maximum of 6 pages)
Part C	Costing breakdown by components covering consulting fees, workshop, programme evaluation. (Please limit to maximum of 1 page per workshop)

Total Maximum page for RFP: 9 pages ONLY

Note: Consultant(s) 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. Please submit your proposal via online submission using the provided template and email to rfp@insken.gov.my with the header as follows:

- RFP2024/CD/MENU201/KeuntunganMenu

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6. REVIEW AND SELECTION

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

No.	Criteria	Percentage
1	Organisational information Experience of the consultant(s), coaches and company profile – turnover of the company, manpower and its success stories (testimony).	20%
2	Programme Content: Modules Detailed information on modules and technical classes for coaching sessions, implementation of programme and outcome-based KPI.	60%
3	Budget Detailed cost information to support the proposed programmes (All matters pertaining to the logistic and implementation of the programme online or physical such as accommodations for trainer & assistant (twin sharing), flight ticket/ transportation, to be included in the budget)	20%
TOTAL		100%

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

Training and coaching provider(s) interested in participating in the Request for proposal (RFP) process **must attend the briefing session as per scheduled in the timeline in Section 4 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 before 5.00 pm, on the deadline to register for RFP briefing (refer to Timeline in Section 4). 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 provider(s).

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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