

**INSTITUT KEUSAHAWANAN NEGARA BERHAD**  
**REQUEST FOR PROPOSAL FORMAT**  
**FOR MAJLIS GRADUASI PROGRAM BIMBINGAN INSKEN FOR 2024**  
**PART A : COMPANY PROFILE (20%)**

Company/Business Name	:	ABC Sdn Bhd
Registration No	:	IM - XXXXXX - D
Year Incorporated	:	2013
Address & Phone No	:	ABC Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 - 8312 XXXX No Fax: 03 - 8314 XXXX
Shareholder(s)/ Partner(s)	:	a) Encik Ali bin Alias MSc in Supply Chain Management (UiTM), 1984, Director of Operation Celcom  b) Puan Khadijah Mohd 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)	:	RM3,456,291.20
Full Employee(s)	:	22
Experience in industry	:	15 years
Track Record	:	<b>Business to Consumer (B2C)</b> Managed more than 20 prestigious events (dinner, wedding, conference and many more). <b>Business to Business (B2B)</b> a) Petronas b) Sime Darby Motor c) UMW Toyota d) Suruhanjaya Koperasi Malaysia (SKM) e) Kementerian Kemajuan Luar Bandar & Wilayah (KKLW)

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

### **i. Programme Specifications – Event Management**

<b>Programme</b>	<b>:</b>	<b>Majlis Graduasi INSKEN 2013</b>
<b>Mode</b>	<b>:</b>	<b>Dome/Buffer Style Dinner Event/Seminar/ Full day Showcase</b>
<b>Tenure</b>	<b>:</b>	
<b>Objective</b>	<b>:</b>	<b>1. To ensure the graduation ceremony is professionally and smoothly organized. 2. To ensure flow of the graduation ceremony smooth and well managed.</b>
<b>Target Participant</b>	<b>:</b>	<b>Based on INSKEN's requirements (500 pax)</b>
<b>Content</b>	<b>:</b>	<b>Proposed area of event that you think important to graduation ceremony based on given layout: (refer attachment of itinerary) 1. xx 2. xx</b>
<b>Submission by &amp; Address</b>		<b>ABC Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 – 8312 XXXX No Fax: 03 – 8314 XXXX Contact name : Pn Azizah binti Abu (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 Among notable events before: 1. XXXX 2. XXXX 3. XXXX</b>

**PART B: OVERALL PLANNING FOR THE GRADUATION CEREMONY**

**1. VISUALS & LISTING OF ITEMS IN MAIN HALL**

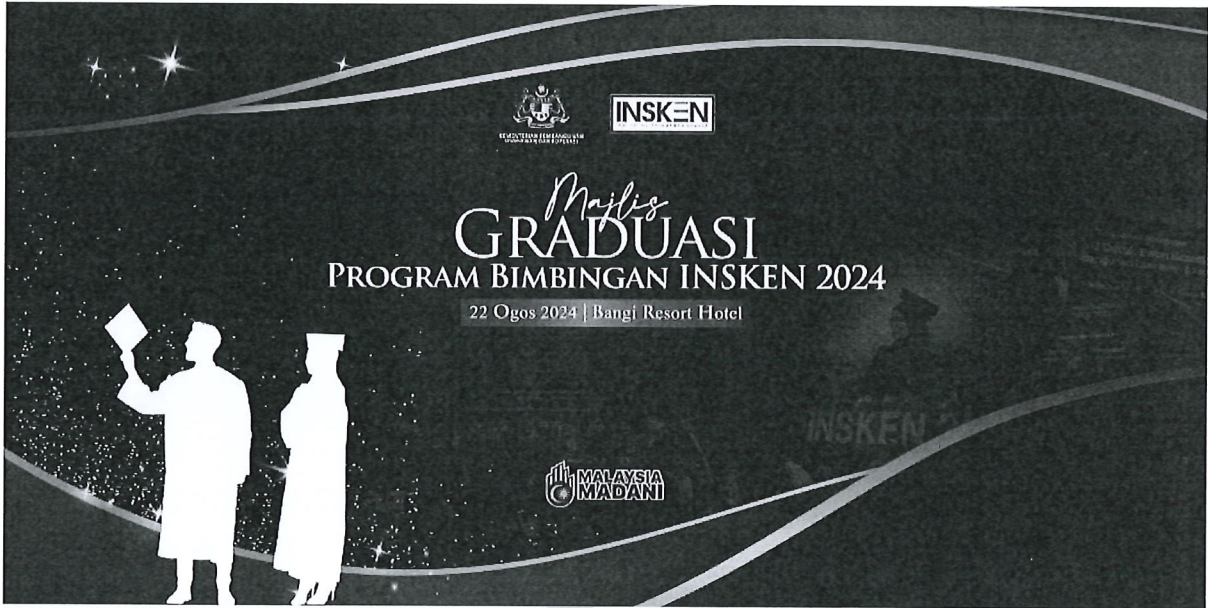
**EXAMPLE ONLY**



View of Main Stage

## 2. VISUALS & LISTING OF ITEMS OUTSIDE MAIN HALL

### EXAMPLE ONLY



View of Backdrop (outside hall)

Magazine Booth (Outside Hall)

EXAMPLE ONLY



**360 Photo Booth (Outside Hall)**

**EXAMPLE ONLY**



### 3. OTHERS

#### Example Only

Lucky Draw gimmick – 10 lucky draws for the potential winners



- Using tab (VIP touch the tab and name of winner will appear at the screen) or any suggestion from EM

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

No	Item	Total Cost (RM)
<b><u>Delivery for 500 pax, Majlis Graduasi Program Bimbingan INSKEN 2024</u></b>		
1	Venue management & P/A systems and lighting	30,000.00
2	Participants on-site management (tagging, registration, ushering & etc)	5,000.00
3	Performance - ( <i>refer discussion with INSKEN</i> )	7,000.00
4	Stage and hall decoration works (based on theme)	15,000.00
5	Banners, buntings	5,000.00
6	Backdrop main stage/LED Screen	10,000.00
7	Photo Booth/Event Photo Wall	4,000.00
8	Emcee during event	3,000.00
9	Full video recording and photography of event	11,000.00
	<b>Total Overall</b>	<b>95,000.00</b>

Note: The costing is subject to further negotiation (*for sample ONLY*)