

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 - INSKEN COACHING PROGRAMME (IBBC)

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 COACHING PROGRAMME is as follows:

OBJECTIVE	<ul style="list-style-type: none">• To guide entrepreneurs to scale up their business through coaching by the industry player (as a coach) for them to achieve their business goals and promoting growth.• To ensure entrepreneurs learn and apply business technical know-how in their business for sustainable.• To equip the entrepreneurs with relevant knowledge and understanding on the current trends, issues, and challenges in order for them to be sustainable in the industry.
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OUTCOME	<p><u>ENTREPRENEURS KPI:</u></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"> • Increase a minimum of 25% turnover (monthly). • Increase business status from micro to small enterprise. • Improve business gaps (subject to industry requirements). • Improve or transform each industry's operations for business sustainability. • Offer an employment opportunity. • Completed coaching activities in the programme. • Completion of Industry Workshop and/or Coaching Sessions as per schedule set out. • To submit progress report on time via INSKEN Mobile Apps (INSKEN IPRO). • Business registered in Google Business.
	<p><u>INDUSTRY COACH RESPONSIBILITY:</u></p> <ul style="list-style-type: none"> • To ensure 60% of entrepreneurs (participants) will be able to increase a minimum of 25% turnover. • To ensure 95% of entrepreneurs (participants) will be able achieve target/ KPI's and give a full commitment in this programme. • Completed Industry Coach Workshop and Coaching Session according to the schedule. • Submit report (progress) on time.

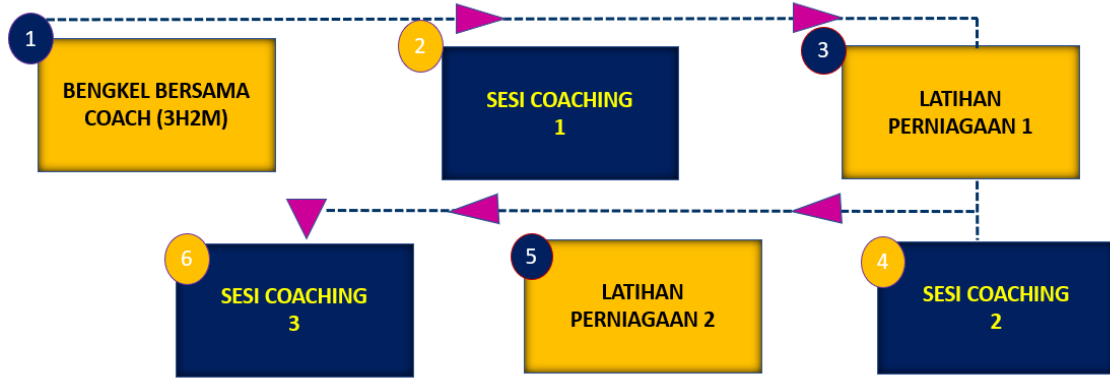
PARTICIPANTS	<p><u>Scale-up entrepreneurs</u></p> <ul style="list-style-type: none"> • Entrepreneurs who already have a registered business. • Entrepreneurs who are active in business operations (min 2 years) and have proper sales records. • Entrepreneurs who are committed to participate in all activities in the programme. • Require business improvement and expansion not only limited to financing. • Others criteria subject to INSKEN's guidelines.
NUMBER OF PARTICIPANTS	Maximum 30 entrepreneurs per group (same industry)
PROGRAMME MODE	Physical
DURATION	3 months for IBBC Café & Restaurant /4 months for IBBC Other industry
PROGRAMME COMPONENTS	<p>IBBC Café & Restaurant</p> <ol style="list-style-type: none"> 1. Module 1: Industry Coach / Diagnostic Workshop 2. Module 2: Coaching Sessions 3. Module 3: 2 Trainings (Business Technical Know-How) <p>IBBC Other Industry</p> <ol style="list-style-type: none"> 4. Module 1: Industry Coach / Diagnostic Workshop 5. Module 2: Coaching Sessions 6. Module 3: 2 Trainings (Business Technical Know-How) 7. Module 4: Benchmark visit (Case study visit)

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

1.0: IBBC -CAFÉ & RESTAURANT FRAMEWORK

INSKEN BUMIPUTERA BUSINESS COACHING FRAMEWORK- CAFÉ AND RESTAURANT (3 MONTHS)

•TEMPOH MASA SESI COACHING:
MAKSIMUM 2 JAM/SESI



2.0 IBBC – ALL INDUSTRY

INSKEN BUMIPUTERA BUSINESS COACHING FRAMEWORK- ALL INDUSTRY (4 MONTHS)

•TEMPOH MASA SESI COACHING:
MAKSIMUM 2 JAM/SESI



We would welcome the potential coaches from the following industries:

Code	Industry
FOOD AND BEVERAGES SERVICES	
FB01	Bakery
FB02	Café & Restaurant
FB03	Catering
FB04	Food Truck
RETAIL, WHOLESALE & PRODUCT MANUFACTURING	
RW01	Beauty Care Products
RW02	Beverage Product Manufacturing
RW03	Bundle Shop
RW04	Chocolatier
RW05	Fashion & Clothing
RW06	Food Product Manufacturing
RW07	Furniture
RW08	Managing Retail Store
RW09	Online and Offline Retail
RW10	Retail Market (Export)
RW11	Retail Market (Increase Sales from Shelves to Cashier)
RW12	Trading
TOURISM	
TR01	Accommodation Services (Budget Hotel / Guest House / Chalet)
TR02	Ecotourism
TR03	Extreme Sports
TR04	Homestay
TR05	Travel & Tours
TECHNOLOGY IN BUSINESS	
TC01	Animation
TC02	Artificial Intelligence
TC03	Software Developer & ICT Services
SOCIAL ENTREPRENEURSHIP	
SE01	Social Entrepreneurship

SERVICES	
SV01	Air Conditioning & Related Services
SV02	Arts, Entertainment and Recreation Services
SV03	Animal Husbandry
SV04	Barber Shop
SV05	Beauty Care / SPA
SV06	Bundled Services
SV07	Car Workshop
SV08	Carwash & Detailing Services
SV09	Childcare (Homebased / Taska)
SV10	Cleaning & Sanitizing Services
SV11	Event Management
SV12	Elderly Care/Nursing Home
SV14	Florists & Gifts
SV15	Home Manager / Daily Maid
SV16	Interior Design Services
SV17	Kindergarten
SV18	Landscaping
SV19	Laundry
SV20	Motorcycle Workshop
SV21	Pet Care Services
SV22	Pharmacy & Health Services
SV23	Phone & Electronics Repair Services
SV24	Postnatal Care
SV25	Printing, Supplies and Services
SV27	Professional Services
SV28	Tailoring
SV29	Traditional & Complimentary Medicine
SV30	Tuition Centre
SV31	Wedding Planner
OTHERS	
OTH1	Others

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

COACHING REQUIREMENT	<ul style="list-style-type: none"> • Industry coach needs to deliver 4 coaching sessions for 30 entrepreneurs. (1 entrepreneur = 4 coaching sessions) within 4 months. • Coaching areas should be based on the entrepreneur’s gap analysis (operations, marketing, administration, finance and others). • Coaching must implement the practical, more actionable and problem- solving approach.
INDUSTRY COACH WORKSHOP REQUIREMENT	<ul style="list-style-type: none"> • Industry coach need to deliver 2 days workshop covering specific module which is relevant (eg): <ul style="list-style-type: none"> ✓ Current Scenario and Landscape of the Industry ✓ Benchmarking & Case studies ✓ Risk mitigation & Key Success Factors ✓ Challenges and How to Overcome ✓ Other relevant topics
BENCHMARK VISIT	<ul style="list-style-type: none"> • Industry coach needs to facilitate INSKEN to arrange for a benchmark visit either at Industry Coach own premise or any other recommended premise that is relevant to the sector.

3. 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.

4. TIMELINE

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

No.	Activity	Proposed Dates			
		Q1 (Jan – Mar 25)	Q2 (Apr – Jun 2025)	Q3 (Jul – Sept 2025)	Q4 (Oct – Dec 2025)
1	Issuance of RFP document	13 th January onwards			
2	Deadline to register for RFP briefing	2 Feb 25	2 May 25	2 Jul 25	2 Oct 25
3	Briefing on RFP document	7 Feb 25	7 May 25	10 Jul 25	7 Oct 25
4	Deadline for submission of proposal (s)	14 Feb 25	14 May 25	15 Jul 25	14 Oct 25
5	Selection of Service Providers (s)	19 Feb 25	20 May 25	23 Jul 25	21 Oct 25
6	Proposal Pitching	28 Feb 25	28 May 25	5 Aug 25	28 Oct 25
7	Appointment of Service Providers (s)	8 Mar 25	7 Jun 25	15 Aug 25	8 Nov 25
8	Professional work commences	15 Mar 25 Onward	14 Jun 25 Onward	22 Aug 25 Onward	15 Nov 25 Onward

**The proposed schedule is subject to change depending on circumstance (based on the needs of the coach industry in running the required programme.*

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.

8. CONTENT OF THE PROPOSALS

All proposals must include the following information:

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

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

- RFP2025/CD/Food&Beverages
- RFP2025/CD/Retail&Wholesale
- RFP2025/CD/Tourism
- RFP2025/CD/Services (eg Pet Care Services, Professional Services, Bundled Services)
- RFP2025/CD/TechInBusiness

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9. REVIEW AND SELECTION

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

No.	Criteria	Percentage
1	Organisational information Experience of the industry player (s), and company profile – turnover of the company, manpower and its success stories, recognition (testimony).	20%
2	Programme Content: Industry Workshop and Coaching Sessions Detailed information on modules for Industry Workshop (2 days) and coaching approaches/ methodologies, implementation plans and outcome-based KPI.	60%
3	Budget 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).	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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10. 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 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 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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