

Our ref. : SDEC/RFP/IED-22007

Date : 11 October 2022

BY INVITATION ONLY

Dear Sir/Madam,

PROPOSAL NO. : SDEC/RFP/IED-22007

PROPOSAL TITLE : REQUEST FOR PROPOSAL (RFP) FOR THE SARAWAK DIGITAL AND INNOVATION ECOSYSTEM PROMOTIONAL STRATEGY & ACTIVITIES

SUBJECT : INVITATION TO PROPOSE (ITP)

Sarawak Digital Economy Corporation (SDEC) Berhad is a company wholly owned by the Sarawak Government and have been entrusted to lead the implementation of Sarawak's Digital Economy initiatives.

Therefore, we would like to invite your esteemed organization to participate in 'Request for Proposal (RFP) For the Sarawak Digital and Innovation Ecosystem Promotional Strategy & Activities'.

The Sarawak Digital and Innovation Ecosystem, abbreviated as Sarawak Digital, is an ecosystem established in 2019 that provides services and opportunities for start-ups and entrepreneurs including co-working spaces, development programs, funding and investment opportunities, events, technology partnerships, research and development platforms as well as international market access. It is one of the Catalytic Initiatives under SDEC as part of the Sarawak Economic Action Council (SEAC). Sarawak Digital allows nurturing of 5 Enablers from the Sarawak Digital Economy Strategy 2018; which are Digital Skills & Talent Development, Digital Economy Research & Development, Digital Innovation & Entrepreneurship, Digital & Data, and Digital Inclusivity.

This request for proposal and quotation is for end-to-end service inclusive but not limited to – Branding & marketing proposal, social media management, ad-hoc works, reports, and documentation that relates to the scope of work.

The terms and conditions are as follows:

Objectives	<ol style="list-style-type: none"> 1. To strengthen and promote the Sarawak Digital branding 2. To increase the reach, impact and recognition of the ecosystem's success stories, locally and globally. 3. To increase the awareness and uptake of participation in the ecosystem's programs, opportunities, and initiatives
Project Brief	To develop a promotional social media marketing strategy through branding analysis and to execute these activities to meet the project's objectives as above
Deliverable	To produce brand analysis, branding strategy, social media management and other ad-hoc works for Sarawak Digital, including but not limited to the Scope of Work
Scope of Work	<ol style="list-style-type: none"> a. Brand Analysis – includes but not limited to Brand Positioning, Brand Personality and Audience Persona b. Development of Promotional Strategy c. Social Media Management d. Designing of social media content e. Copywriting of social media content f. Scheduling of social media content g. 3-months report and analytics h. Utilisation of any kind of subscription to digital marketing platforms or tools related to the RFP i. Any other services that are available from the vendor which may be procured in an ad-hoc basis
Duration and Timeline	Twelve (12) months from Award
Submission of Participation Reply Form	On or before Friday 14 October 2022, by 12:00 pm
Submission of RFP	<p>On or before Tuesday 25 October 2022, by 5:00 PM</p> <p>Submission email to procurement@sdec.com.my</p> <p>*All proposals are to be marked as [RFP] FOR THE SARAWAK DIGITAL AND INNOVATION ECOSYSTEM PROMOTIONAL STRATEGY & ACTIVITIES on the email subject.</p>

Further details of the deliverable and scope of work are listed in the Terms of Reference attached.

SDEC reserves the right to accept or reject any or all responses to this RFP and to enter discussions and/or negotiations with one or more qualified Participating Vendors if such action is in the best interest of SDEC. Furthermore, SDEC has the right, in its sole and absolute discretion, to select the proposal or proposals that it determines best meets its needs.

All expenses incurred in the preparation of proposals in response to this RFP are the Participating Vendors' sole responsibility. SDEC assumes no responsibility for payment of any expenses incurred by any Proposing Form as part of the RFP process.

All correspondences with regard to the above ITP shall be made in writing via email to procurement@sdec.com.my only and must indicate the proposal reference number and title.

Thank you.

REFERENCE NO.: SDEC/RFP/IED-22007

Participation Reply Form

To:	Procurement Secretariat Sarawak Digital Economy Corporation (SDEC) Berhad
Title of Project:	REQUEST FOR PROPOSAL (RFP) FOR THE SARAWAK DIGITAL AND INNOVATION ECOSYSTEM PROMOTIONAL STRATEGY & ACTIVITIES
Acknowledgement:	The undersigned hereby acknowledge receipt of the above letter (a copy of which has been retained) and having understood the content therein, do hereby agree to the above terms and conditions.
Authorised Signatory:	
Name:	
Designation:	
Date:	
Official Stamp:	

Note: Kindly indicate your interest by replying to the Participation Reply Form attached together with the company profile to us at procurement@sdec.com.my on or before **Friday 14 October 2022, by 12:00 pm.**

TERM OF REFERENCE FOR REQUEST FOR PROPOSAL (RFP) FOR THE SARAWAK DIGITAL AND INNOVATION ECOSYSTEM PROMOTIONAL STRATEGY & ACTIVITIES

GENERAL INFORMATION

This Request for Proposal (RFP) is issued to provide the selection process for SERVICE DELIVERY for the project named above.

Sarawak Digital Economy Corporation Berhad (SDEC) is a company wholly owned by the Sarawak Government through State Financial Secretary Inc. under the Ministry of Finance and Economic Planning. It is entrusted as the implementing agency to drive the Sarawak Digital Economy initiatives under the Sarawak Digital Economy Strategy (2018 – 2022), and Post Covid Development Strategy (PCDS) 2030. The Sarawak Digital and Innovation Ecosystem, abbreviated as Sarawak Digital, is an ecosystem established in 2019 that provides services and opportunities for start-ups and entrepreneurs including co-working spaces, development programs, funding and investment opportunities, events, technology partnerships, research and development platforms as well as international market access. These are provided by various agencies and partners within the ecosystem. It is one of the Catalytic Initiatives under SDEC as part of the Sarawak Economic Action Council (SEAC).

Sarawak Digital requires a tailored promotional strategy that enables our messages and opportunities to reach our beneficiaries across Sarawak, Malaysia and beyond, on top of achieving a strong brand awareness that solidifies Sarawak Digital as the go-to network for digital economic activities in the state/country.

1. Project Description

To plan, execute and provide reports for the promotional activities of the Sarawak Digital ecosystem.

2. Scope of Work

For this RFP, the participating vendor is to provide a Proposal based on Attachment A and cost of services.

3. Schedule of Events

Submission of participation reply slip	:	On or before Friday 14 October 2022, by 12:00 pm
Submission of Proposal	:	On or before Tuesday 25 October 2022, by 5:00 PM
Project Duration	:	12 months

4. Right of Rejection

SDEC reserves the right to accept or reject any or all responses to this RFP and to enter discussions and/or negotiations with one or more qualified Participating Vendors if such action is in the best interest of SDEC. Furthermore, SDEC has the right, in its sole and absolute discretion, to select the proposal or proposals that it determines best meets its needs.

5. Cost of Proposals

All expenses incurred in the preparation of proposals in response to this RFP are the Participating Vendors' sole responsibility. SDEC assumes no responsibility for payment of any expenses incurred by any Proposing Form as part of the RFP process.

Attachment A

Please refer enclosed excel file "Attachment A"

Attachment B

Proposals submitted must include, but are not limited to the following items:

ITEM	DESCRIPTION	(✓ or X)
1	Company Profile / Resume	
	Company name, company registration number, and certification.	
	Date of incorporation	
	Registered and business address.	
	Number of staff	
	Similar projects during the last 2 years	
	Company information	
2	Project Proposal	
	Refer to Attachment A and Attachment B (to be electronically submitted in PDF format)	
	Account Team	
3	Quotation	
	Cost for each service to be included in the Project Proposal. Refer to Attachment A.	
	Others	

Attachment B

i. Project Outline and Criteria

- a. Project proposal shall cater to promoting Sarawak Digital and are in line with the current State's objective towards the growth of the Digital Economy in Sarawak as stated in the following documents:
 - Sarawak Digital Economy Strategy (2018 – 2022)
 - Post Covid Development Strategy (PCDS) 2030

- b. Proposed programs shall positively impact the Sarawak Digital brand with the objectives of:
 - To strengthen and promote the Sarawak Digital branding
 - To increase the reach, impact, and recognition of our success stories, locally and globally.
 - To increase the awareness and uptake of participation in the ecosystem's programs, opportunities, and initiatives
 - Should be complementary or in line with national and state objectives.

- c. The suggestions for the social media content pillars will cover, but not limited to, the following subjects: -
 - News highlight regarding Sarawak Digital Economy initiatives/projects
 - Success stories of local start-ups
 - Ecosystem news and updates
 - Tech & Start-up related informative contents
 - Any themes that are relevant to current trends in Sarawak or Malaysia

- d. The scope and types of services may range from or in combination of the following:
 - Brand Analysis
 - Development of Promotional Strategy
 - Social Media Management
 - Designing of social media content
 - Copywriting of social media content
 - Scheduling of social media content
 - 3-months report and analytics

- Utilisation of any kind of subscription to digital marketing platforms or tools related to the RFP
- Any other services that are available from the vendor which may be procured in an ad-hoc basis

e. Project Delivery Format

- Successful vendor will be given editor access to all Sarawak Digital social media accounts.
- Communication channel between Vendor and SDEC shall be set up by the Vendor using their platform of choice (Airtable, ClickUp, Trello, etc)