

TERM OF REFERENCE FOR REQUEST FOR PROPOSAL (RFP) FOR TRAINING DELIVERY PARTNER FOR MICRO, SMALL, MEDIUM ENTERPRISE (MSME) DIGITALISATION PROGRAMS ACROSS SARAWAK

1. General Information

This Request for Proposal (RFP) is issued to develop the Standard of Rates (SOR) for Training Delivery Partners for SME Digitalisation Programs across Sarawak.

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.

2. Project Description

To deliver and develop a digitalisation focused training and development programs for SME's across Sarawak. The proposal shall focus on a 6 months digitalisation program which consists of:

- 2.1. Promotion and participants recruitment
- 2.2. Training & upskilling sessions
- 2.3. Hand holding, review and mentoring sessions
- 2.4. Reporting

3. Key performance Indicator (KPI)

The program shall have measurable KPIs to effectively track and measure the progress of participating MSMEs. Participating vendors are expected to develop the measuring and evaluation tools for the KPI.

The following guidelines can be used to develop the KPI:

- 3.1. Tracking of the correlation between the training, upskilling, handholding, review and mentoring sessions to the growth of the MSME's
- 3.2. The utilisation and integration of digital tools in their daily operations
- 3.3. Increase their revenue by a minimum of 40% from initial amount.

Vendors are encouraged to propose other measurable KPIs to be part of the program.

4. Scope of Work

For this RFP, the participating vendor is to develop a proposal based on Attachment A and Program Expenses which take into consideration all costs related to the program from start to finish which may include:

- 4.1. Program module development, licensing, delivery/training, certification, reporting, etc.
- 4.2. Trainer travel and accommodation.
- 4.3. Any other expenses that may be incurred before, during, and after the program.

5. 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.

6. Program/Module Ownership

SDEC intends to enter into a co-ownership agreement for the selected programs or modules.

7. 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

Proposal details:

1. The proposal shall focus on a 6 Months digitalisation program which consists of:
 - 1.1. Promotion and participants recruitment
 - 1.2. Training & upskilling sessions
 - 1.3. Hand holding, review and mentoring sessions
 - 1.4. Reporting
2. The program shall focus on two main industry; **Product Industry** (handicraft, food and beverages producer, etc) and **Service Industry** (Tour Guide, Spa and wellness centre, Tailor, etc).
3. At the end of the 6 months program, participating MSMEs are able to utilise digital tools in their daily operations and increase their revenue by a minimum of 40% from initial amount. Vendors are encouraged to propose other measurable KPIs to be part of the program.
4. Vendor are to develop a before and after survey to determine the success of the program which is attached in the proposal.
5. The 6 month program will consists of 6 modules related to digital skills and tools used in day to day operations.
6. The table below is a recommendation of modules and its description of the program all of which must include digital elements such as utilising digital templates or digital tools for the content of the modules.

No	Modules	Description
1	Module 1: Business Intervention	<ol style="list-style-type: none"> 1. How to understand your business 2. How to use a business modal canvas 3. How to develop a business plan
2	Module 2: Accounting for Small Businesses	<ol style="list-style-type: none"> 1. How to calculate Return of Investment 2. How to manage cashflow 3. How to document Profit and Loss
3	Module 3: Supply and Inventory	<ol style="list-style-type: none"> 1. How to manage stock and inventory 2. How to streamline demand and supply
4	Module 4: Digital Tools for Business Operations	How to fully utilise Google Workspace (Docs, Sheets, Slides, Forms and Drive) for daily business operations
5	Module 5: Digital Marketing	<ol style="list-style-type: none"> 1. How to use Canva to design marketing materials 2. How to copy write for marketing 3. How to use social media for marketing 4. How to conduct live selling on social media

6	Module 6: Onboarding and training on eCommerce Platform	To onboard MSMEs on a minimum of three eCommerce platform (Shopee, Lazada, PGMall, TikTok Mall etc)
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7. The modules listed in table above is **non-exhaustive**, hence vendors are encouraged to propose other modules that is **related to SME Digitalisation or are more related to a specific type of business**.
8. The program will be conducted across Sarawak in all districts within the divisions as and when requested by SDEC via a Work Order and depending on the availability of the vendor.
9. Vendors are to submit two separate costing:
 - 9.1. **Training Cost per session** (Min 25pax, Maximum 35pax and include any cost related to the training)
 - the costing must be broken into cost for each of the module and total cost for overall program.
 - 9.2. **Logistics cost per division** (Assuming the training will be conducted to different district in each division, to list out the cost of travel, accommodation, venue rental proposed cost (if any) etc).
10. Vendors may propose the cost for all 12 divisions or partially depending on preference.
11. Program Delivery Format
 - 11.1. Modules shall only be delivered in physical format.
 - 11.2. Review, mentoring and monitoring can be delivered in hybrid, physical or online format.
12. Vendors may refer to the timeline below for proposal development:

Activities	2 Months	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6			
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Pre Program Management																									
- Marketing & Participant Recruitment																									
- Participant Selection																									
Program Kick Start																									
Introduction																									
Module 1																									
Review & Mentoring																									
Module 2																									
Review & Mentoring																									
Module 3																									
Review & Mentoring																									
Module 4																									
Review & Mentoring																									
Module 5																									
Review & Mentoring																									

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 Qualified Trainers	
	Trainer Qualification/Certification	
	Similar work experience/program during the last 3 Years	
	Company financial standing/information	
2	Program/Training Proposal	
	Refer to Attachment A for the details	
3	Cost Estimation	
	Training Cost per session (Min 25pax, Maximum 35pax and include any cost related to the training) – the costing must be broken into cost for each of the module and total cost for overall program.	
	Logistics cost per division (Assuming the training will be conducted to different district in each division, to list out the cost of travel, accommodation, venue rental proposed cost (if any) etc).	
Others		