PROPOSED STANDARD OF RATE (SOR) FOR THE MSMES DIGITALISATION PROGRAM FOR SARAWAK DIGITAL ECONOMY CORPORATION BERHAD.

Section A: Term of Reference (TOR)

1. Program Modules and Details

1.1. Module 1: Business Intervention

Item	Description
Objective	To provide small businesses with comprehensive intervention and consultation to enhance their business operations. The program includes a half-day training session on the concept of Business Model Canvas (BMC), usage of AI Tools like ChatGPT for brainstorming purposes and half-day guided application of BMC on their own businesses. By the end of the program, participants should have a clear understanding of their business model, strategic direction, and the steps to develop a business plan.
Learning Outcome	1. Participants gain insights into their business's current state, identify challenges, and develop an action plan for improvement. 2. To equip participants with the knowledge and skills to develop a business model and create a basic business plan. 3. To provide participants with AI Tools like ChatGPT to assist in brainstorming and generating templates. The trainer must teach on the best practices of using AI.
Digital Tools	Business Model Canvas (**Canvanizer** OR **Strategyzer**), **ChatGPT** The selected trainers can propose other digital tools that is based on the current digital trend.

Mode	1-Day physical training, 1 online session for review (video conferencing), and 8-Days online monitoring through WhatsApp for participants to ask further questions, guide, and tips.
Duration	2 Weeks.

1.2. Module 2: Accounting for Small Business

Item	Description
Objective	To provide participants with a deeper understanding of accounting principles and practices specifically tailored to small businesses. Participants will learn how to analyze financial statements, make informed business decisions based on financial data, and apply advanced accounting techniques to enhance financial management using the digital tools provided.
Learning Outcome	1. Understand and apply advanced accounting principles (ROI, P&L) and concepts relevant to small businesses. 2. Understand and able to calculate the cost, profit and selling price. 3. Analyze financial statements to assess the financial health and performance of a small business. 4. Make informed business decisions based on financial data and analysis. 5. Apply advanced accounting techniques for financial management, including budgeting, forecasting, and cost control.
Digital Tools	**Google Sheet** (with ready-to-use template and advanced functions) and **Akaunting** or equivalent. The selected trainers can propose other digital tools that is based on the current digital trend

Mode	1-Day physical training, 1 online session for review (video conferencing), and 8-Days online monitoring through WhatsApp for participants to ask further questions, guide, and tips
Duration	2 Weeks

1.3. Module 3: Supply and Inventory

Item	Description
Objective	To provide participants with a comprehensive understanding of supply and inventory management principles and techniques using digital tools. Participants will learn how to optimize supply chain operations, effectively manage inventory, and leverage digital tools to streamline processes and enhance efficiency.
Learning Outcome	1. Understand the key concepts and principles of supply and inventory management. 2. Apply advanced techniques for demand forecasting, inventory control, and replenishment. 3. Utilize digital tools for efficient supply chain management, including inventory tracking, supplier management, and order processing. 4. Optimize supply chain operations and improve overall business efficiency through effective supply and inventory management.
Digital Tools	**Google Sheet** (with ready-to-use template and advanced functions) and/or **Zoho Inventory** or equivalent. The selected trainers can propose other digital tools that is based on the current digital trend

Mode	1-Day physical training, 1 online session for review (video conferencing), and 8-Days online monitoring through WhatsApp for participants to ask further questions, guide, and tips
Duration	2 Weeks

1.4. Module 4: Digital Tools for Business Operations

Item	Description
Objective	To provide participants with in-depth knowledge and practical skills in utilizing digital tools for various aspects of business operations. Participants will learn about productivity tools, HR management tools, and either order taking and management tools (for the product industry) or appointment taking and management tools (for the service industry). The module aims to enhance efficiency, streamline processes, and improve overall business operations.
Learning Outcome	1. Understand the importance of digital tools in optimizing business operations. 2. Utilize productivity tools to enhance time management, organization, and collaboration. 3. Apply HR management tools to streamline employee management, including recruitment, scheduling, and performance tracking. 4. Utilize order taking and management tools (for the product industry) or appointment taking and management tools (for the service industry) to improve customer experience and increase operational efficiency.
Digital Tools	**Google Workspace** (with ready-to-use template), **Trello** or equivalent, **HR.my** or equivalent, **Setmore** or equivalent

Item	Description
	The selected trainers can propose other digital tools that is based on the current digital trend
Mode	2-Days physical training (once every 2 weeks), 18-Days online monitoring through WhatsApp for participants to ask further questions, guide, and tips, and 2 online sessions for review (video conferencing, once every 2 weeks)
Duration	4 Weeks

1.5.   Module 5: Digital Marketing

Item	Description
Objective	To provide participants with intermediate-level knowledge and skills in digital marketing. Participants will learn how to utilize digital tools like Canva, CapCut and ChatGPT to create engaging visual content and leverage live-selling techniques on Facebook and TikTok to drive brand awareness and generate sales.
Learning Outcome	1. Understand the principles and strategies of digital marketing. 2. Utilize Canva and Capcut to create visually appealing and engaging marketing materials. 3. Utilize AI Tools like ChatGPT to create interactive and personalized customer experiences (For product and service-based businesses). 4. Apply live-selling techniques on Facebook and TikTok to engage with customers and drive sales (For product-based business)
Digital Tools	Canva, **META Business Manager**, Capcut, ChatGPT & **Tiktok**

	The selected trainers can propose other digital tools that is based on the current digital trend
Mode	2-Days physical training (once every 2 weeks), 18-Days online monitoring through WhatsApp for participants to ask further questions, guide, and tips, and 2 online sessions for review (video conferencing, once every 2 weeks)
Duration	4 Weeks

1.6. Module 6: Onboarding and Training to Ecommerce Platform

Item	Description
Objective	To provide participants with intermediate-level knowledge and practical skills in onboarding and utilizing eCommerce platforms. Participants will learn how to effectively use the Shopee platform and set up a TikTok Shop account or any other eCommerce platform which is relevant to their business to optimize their online selling and grow their business in the eCommerce landscape.
Learning Outcome	1. Understand the key features and functionalities of the Shopee platform and TikTok Shop. 2. Navigate and utilize the Shopee platform for product listing, order management, and customer engagement. 3. Set up and optimize a TikTok Shop account for promoting products and driving sales. 4. Develop strategies to enhance online selling, customer experience, and business growth through eCommerce platforms.
Digital Tools	**Shopee Seller Center**, **TikTok Shop Seller Center**

	The selected trainers can propose other eCommerce platforms that is based on the current digital trend
Mode	1-Day physical training, 1 online session for review (video conferencing), and 8-Days online monitoring through WhatsApp for participants to ask further questions, guide, and tips
Duration	2 Weeks

1.7. Mentoring & Monitoring

Item	Description
Objective	1. To track the progress of participants who have attended the program and provide ongoing support and guidance. Through online check-ins, form collection, and physical visits, the mentoring and monitoring session aims to assess the implementation of strategies & knowledge taught during the program, address any challenges or issues faced by the participants, and provide further guidance for improvement. 2. To match participants with their respective mentors who comprise of successful local entrepreneurs in similar industries. The mentor will share tips and tricks, learnings, industry secrets and experience-sharing to guide them towards operating a successful business.
Mentoring Activities	**Week 1: Online Check-In (WhatsApp)** • Send a WhatsApp message to each participant to initiate the monitoring and mentoring session. • Inquire about their progress in implementing the action plan developed during the intervention program. • Ask specific questions to understand the challenges they are facing and provide initial guidance or resources.

Week 2-8: Mentoring and Online Monitoring Form Collection

- Distribute a structured online monitoring form (via Microsoft Forms/Google Form) to each participant.

- Participants complete the form on a weekly basis, providing updates on key metrics, milestones, challenges, and any assistance required.

- Review the collected forms to gain insights into the progress, identify areas of concern, and assess the effectiveness of implemented strategies.

- Mentors are assigned to their respective mentees in their own Whatsapp groups to facilitate communication and discussion.

Week 3: Physical Visitation to Participants' Shops (First Visit)

- Schedule physical visits to the participants' shops.

- Observe their operations, customer interactions, and overall implementation of strategies.

- Engage in face-to-face discussions to address specific challenges, provide on-site guidance, and offer suggestions for improvement.

- Provide personalized recommendations and resources based on the observed performance and identified areas of improvement.

Week 5: Online Check-In (WhatsApp)

- Conduct a follow-up WhatsApp check-in to gauge progress since the first physical visit.

- Encourage participants to share any new developments, challenges, or success stories.

	• Address any outstanding issues or concerns raised during the online monitoring form collection. **Week 7: Physical Visitation to Participants' Shops (Second Visit)** • Schedule a second physical visit to evaluate the progress made by participants. • Assess the implementation of strategies, analyze improvements, and identify any remaining challenges or issues. • Provide additional guidance and resources based on the observations and feedback received during the visit.
Mentoring & Monitoring Outcome	1. Progress Assessment: The mentoring and monitoring session enables a comprehensive assessment of participants' progress in implementing the strategies discussed during the business intervention program. 2. Ongoing Support: Participants receive continuous support and guidance to address challenges and obstacles faced during the implementation process. 3. Personalized Recommendations: Through both online check-ins and physical visits, participants receive personalized recommendations and resources tailored to their specific needs and areas for improvement. 4. Performance Improvement: The mentoring and monitoring session aims to facilitate performance improvement among the participants, helping them achieve their business goals and objectives. 5. Enhanced Engagement: By actively checking in and visiting participants' shops, the mentoring and monitoring session fosters increased engagement and motivation

	among the participants, reinforcing their commitment to implementing the strategies learned during the program.
Digital Tools	WhatsApp, Microsoft Form/Google Form The selected trainers can propose other monitoring tools that is suitable for monitoring of the participants of the program
Mode	2-Days Physical Visitations (per participants) and 8-Weeks online monitoring and mentoring through monitoring tools
Duration	8 Weeks

END OF SECTION A

Section B: Scope of Work

1. To deliver the Services based on Term Of Reference (TOR) stated above;

2. To gather the participant for each location for the Services. The details of the location and the number of participants for each location will be informed to the selected trainers upon appointment;

3. To provide and employ a sufficient and competent labour force to conduct the Services;

4. To provide the learning plan before the execution of the training phase (4 months) and mentoring and monitoring phase (2 months);

5. To provide the training materials (slides, activity sheets, etc) and any additional equipment for the Services (when required) 2 weeks before the commencement of the program starts;

6. To ensure each of the approved participant attends and actively participates in every training session, review session and mentoring and monitoring session; and

7. To provide a detailed Training Program Report after each module has been completed.

END OF SECTION B

Section C: Submission of Documents

The interested vendors/trainers must submitted the following documents with the acceptance of the Standard of Rates.

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

ITEM	DESCRIPTION	(✓ or ✗)
1	**Company Profile, must consist of the following;**	
	Company name, company registration number, and training certification (preferably HRDF certified).	
	Date of incorporation	
	Registered and business address.	
	Number of team members (provide the full organizational chart).	
	Team members' qualifications/certifications (attach the trainer's CV/resume along with qualification certificates).	
	Provide a list of similar work experiences from the last three years.	
	Company financial standing/information; - Latest 3 Months Bank Statements	
2	**Training Plan**	
	Training Proposal/Agenda with the description of activities.	
	2 or 3 examples of Learning Materials based on modules in the TOR	
	2 or 3 examples of training slides based on modules in the TOR	

END OF SECTION C

Section D: Offered SDEC's Standard of Rates

1. **Modules Offered Pricing**

Modules	Cost (RM)/pax
Module 1: Business Intervention	RM250.00/pax
Module 2: Accounting for Small Businesses	RM300.00/pax
Module 3: Supply and Inventory	RM250.00/pax
Module 4: Digital Tools for Business Operations	RM350.00/pax
Module 5: Digital Marketing	RM400.00/pax
Module 6: Onboarding and Training on eCommerce Platform	RM300.00/pax
Mentoring & Monitoring	RM700.00/pax

* *The number of participants for each location shall not be less than twenty (20) pax and not more than thirty (30) pax.*

2. **Logistics Offered Pricing**

Mileage (KM)	Cost (RM)/Round Trip	Remarks
<100km	RM480.00/Round Trip	Per claim basis
101 km to 300km	RM 1,980.00/Round Trip	
301 km to 600km	RM 2,460.00/Round Trip	
601 km to 900km	RM 2,940.00/Round Trip	

901 km to 1000km and above	RM 3,100.00/Round Trip	

* All offered price is inclusive of any tax charges, logistics, accommodation, and any other expenses that may be incurred.

* The proposed rate validity will be effective until 1st October 2026.

* Starting point for the mileage claim is calculate from the trainer's company.

* Agreed starting point address:

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(Must be registered company address/station/base/office in Sarawak)

END OF SECTION D

Section E: Acknowledgment of Schedule of Rates (SOR)

I/We, the undersigned, hereby acknowledge and confirm our agreement to the proposed Schedule of Rates (SOR) as outlined in the provided document. We understand that:

i.   Acceptance of these rates does not guarantee the awarding of any contract or work assignment.
ii. The final appointment is subject to further evaluation, including background checks and internal approval processes.
iii. The company reserves the right to modify or cancel the SOR at any stage without prior notice.
iv. The submission of this acceptance form does not establish a binding agreement but indicates our willingness to comply with the proposed rates.

Please indicate your acceptance of the proposed rates by selecting the appropriate option below:

☐ We accept the proposed Schedule of Rates (SOR).
☐ We do not accept the proposed Schedule of Rates (SOR).

If there are any exceptions or remarks, please specify:

_____

Authorized Signatory

Name   : _____
Designation : _____
Company Stamp & Signature:

_____
Date   : _____

END OF SECTION E