



# **Request for Proposal (RFP)**

## ***Strategic Communication and Public Relations Advisory Services***

***RFP/OT/07/03-2019***

**Issuer:**

**Yayasan Peneraju Pendidikan Bumiputera  
Level 15-1, Mercu UEM, Jalan Stesen Sentral 5,  
KL Sentral, 50470 Kuala Lumpur**

**OPENING DATE : 18 MARCH 2019**  
**VENDOR REGISTRATION CLOSING : 26 MARCH 2019, 12.00PM**  
**DATE & TIME**

**Important notice:**

1. Interested parties are required to confirm participation by registering at the link below:  
[Vendor Registration for RFP Strategic Communication & Public Relations Advisory Services](#)



## SECTION A - RFP Information

### 1. Introduction

- 1.1 Yayasan Peneraju Pendidikan Bumiputera (hereinafter referred to as “**Yayasan Peneraju**”) is inviting qualified and competent parties (hereinafter referred to as “**Vendor**”) to participate in the ‘Request for Proposal’ (RFP) exercise for Strategic Communication and Public Relations Advisory Services that should meet the criteria and requirements as set out in ‘Section B’ of this document.
- 1.2 This RFP document is to assist Vendors in obtaining a clear understanding of Yayasan Peneraju’s requirements together with Yayasan Peneraju’s expectations and requirements for such arrangements and provision in the future.
- 1.3 Vendors are advised to read this document thoroughly and follow the instructions carefully before submitting their proposal.
- 1.4 Yayasan Peneraju may add or remove any of its requirements from this RFP.

### 2. Disclaimer

No undertaking, representation or warranty is made by Yayasan Peneraju however that any vendor(s) will be invited to submit such a Proposal or that any vendor(s) will be awarded any contract as a result of their participation in this process or otherwise, all of which shall be at the sole discretion of Yayasan Peneraju. Please do not include any confidential information or intellectual propriety of your company or of a third party in your response to this RFP as Yayasan Peneraju reserves the right to use any information submitted as if it were in the public domain.

### 3. About Yayasan Peneraju Pendidikan Bumiputera

Yayasan Peneraju is one of the initiatives under the Bumiputera Roadmap launched by the government to strengthen the capacity of Bumiputera in the global market. Yayasan Peneraju’s objective is to ensure that the capabilities and expertise of Bumiputera will continue to develop at the competitive global level. Yayasan Peneraju aims to provide



an avenue of growth and opportunity to all levels of academic, vocational and professional achievement with the following mandates:

- a. Increasing quality, quantity and relevance of Bumiputera talents to participate in the high-income economy of Malaysia.
- b. Facilitate implementation of interventions in Education and Capacity Development as per 'Hala Tuju Transformasi Ekonomi Bumiputera'.
- c. Optimal management of contributions through complementarity, collaboration and leveraging on partners within existing infrastructure.

Over the years, Yayasan Peneraju has and will run a series of programmes intended to improve the state of education for Bumiputera and upskill the current Bumiputera workforce. With this in mind, Yayasan Peneraju will continuously seek to work with reliable partners to provide the necessary services to achieve the desired outcome. The aids that Yayasan Peneraju provide are channelled through 3 main thrusts which are:

- i. Thrust 1: Peneraju Tunas
- ii. Thrust 2: Peneraju Skil
- iii. Thrust 3: Peneraju Profesional

### **Thrust 1: Peneraju Tunas**

The primary objective of Peneraju Tunas scholarship programme is to ensure that eligible students with challenging background and from low to middle income families have access to quality education opportunities that are based on developmental needs via placement at the right academic institutions with a structured developmental programme that enhances and strengthens both soft and leadership skills. Peneraju Tunas aims at nurturing and developing talents to allow maximization of students' potential and opportunities which include providing nurturing guidance and support initiatives.

**Thrust 2: Peneraju Skil**

There are two segments of Peneraju Skil which are Peneraju Skil Iltizam and Peneraju Skil (Mahir).

The Peneraju Skil Iltizam is an intervention programme designed to provide a second chance for youths who are school/ college dropouts or vocationally inclined. The programme aims to nurture and develop scholars to become holistic individuals through skill/ vocational training. Scholars who complete the programme will be placed into employment in high value, high demand industries.

Peneraju Skil (Mahir) is an upskill intervention programme designed for skilled workforce aged 40 years and below who possess min requirements of either SPM or any related skill certificate. The programme aims to nurture and develop scholars to become holistic individuals through designated upskilling programmes. Scholars who complete the programme will be placed into employment in high demand industries, leading to high income employment. This programme is designed to be a niche programme that provides internationally and/ or industry recognised certification and not meant to mirror other initiatives such as Sijil Kemahiran Malaysia (SKM).

**Thrust 3: Peneraju Profesional**

Professionals' certifications and development:

- i. Professional Certification – Increases conversion of fresh/post graduates and current workforce to be certified in professional fields and given the enhancement of exposure through emplacement at recognised firms or corporate offices (Accountant, Lawyer etc.).
- ii. Specialist Programme – supporting those who qualify for specialist programmes to go to Private Universities or Institutions (Medical, License Aircraft Engineers etc).



#### 4. General Conditions

- 4.1 The Vendor shall respond to the RFP on the basis that the Vendor is deemed to have examined and understood the entire content of the RFP. The Vendor shall also be deemed to have accepted and is bound by the terms and conditions specified in this RFP.
- 4.2 This RFP is not and should not be taken as intent to purchase goods or services. Rather, Yayasan Peneraju accepts no liability for time, property or material costs expended in the provision of a quotation. Yayasan Peneraju reserves the right to request its vendors to comply with its terms and conditions.
- 4.3 Yayasan Peneraju may, at its sole discretion, reject any or all proposal and quotation without further discussion and/ or reject an RFP of any party who has been delinquent or unfaithful in any former contract with Yayasan Peneraju.

#### 5. Confirmation of Participation

- 5.1 All interested vendors/parties are required to confirm participation by registering at the link below.  
[Vendor Registration for RFP Strategic Communication & Public Relations Advisory Services](#)
- 5.2 Confirmation of participation is **COMPULSORY**. Proposal received from unregistered vendors will not be considered for evaluation. Only registered vendors will be invited for a **MANDATORY** RFP briefing session which will be scheduled later. Proposal received from unregistered vendors AND absent from this RFP briefing will not be considered for evaluation

#### 6. Commitments to the Response

- 6.1 The response to this RFP must be signed by a person in the Vendor's organisation with authority to commit to all information specified.
- 6.2 Details of that person's position within Vendor's organisation must be provided.

#### 7. Confidentiality and Publicity

- 7.1 This RFP document is strictly confidential. The information contained in this RFP document shall not be disclosed directly or indirectly to any other party.



- 7.2 This RFP document and its contents are confidential and shall remain at all times as the property of Yayasan Peneraju. The vendor is only allowed to disclose relevant parts of the RFP to partners and/ or sub-vendors strictly on a need-to-know basis for the sole purpose of preparing a response to this RFP. Distribution or sharing of this RFP by Vendor with any other parties without written consent by Yayasan Peneraju shall result in immediate disqualification without any further notice.
- 7.3 Participating Vendors are not allowed to furnish any information, make statements or issue any documents or other written or printed materials concerning the acceptance of the RFP for publication in any media without prior approval of Yayasan Peneraju.
- 7.4 The information and documents provided by the Vendor will be treated as strictly confidential.

## **8. Preparation Cost**

- 8.1 The vendor will assume all responsibilities and costs incurred in providing a response to this RFP and for providing any additional information required by Yayasan Peneraju to facilitate the evaluation process and the RFP process generally.
- 8.2 The vendor will also assume all costs incurred during the process of the RFP preparation and include but not limited to contract development and negotiation.

## **9. Point of Reference**

All questions with regards to this RFP should be directed to:

Department: Strategic Procurement

E-mail: [procurement@yayasanpeneraju.com.my](mailto:procurement@yayasanpeneraju.com.my)



## 10. Evaluation of Proposal

- 9.1 The interpretation of the contents of the proposal by Yayasan Peneraju shall be final. The submitted RFP proposal shall be used for the evaluation and selection for RFP process.
- 9.2 Yayasan Peneraju is not obliged to accept a proposal in its entirety and may, at its absolute discretion, accept only parts of a proposal.
- 9.3 If the Vendor did not receive any feedback from Yayasan Peneraju's after **60 days** after submission, the submission shall be considered as not successful.
- 9.4 Yayasan Peneraju is not obliged to give any reason for non-acceptance and rejection of any proposal.
- 9.5 Vendors are prohibited to make any direct and indirect contact with any personnel within Yayasan Peneraju with regards to this RFP until its completion. Any vendors shall be immediately disqualified without further discussion and notification if found for the violation.



## **SECTION B – Services Criteria and Requirements**

### **1. Introduction**

The main objective of this RFP is to engage qualified and experienced agency (vendor) that is able to provide Strategic Communication and Public Relations Advisory Services that ensure Yayasan Peneraju achieve greater visibility towards the Malaysia Bumiputera market in order to reach out to the ones Yayasan Peneraju's programmes are targeting for (the three Thrust programmes highlighted in this document earlier). The selected agency will report to Strategic Communication Department of Yayasan Peneraju.

### **2. Scope of Services and Requirements**

As part of our branding and marketing strategy, we are exploring opportunities and channels in which Yayasan Peneraju would be able to create a stronger brand presence as well as to maximise its outreach. A successful branding is able to create the organisation's identity to the public and can easily associate a product with. A strategic communication plan provides a long-term strategy for Yayasan Peneraju's efforts to be positioned and be more proactive to the existing environment. This plan will also provide a framework in deploying resources more effectively and strategically by highlighting synergies and shared opportunities in our various programmes and work areas.

In line with the above, two key components will form the foundation of Yayasan Peneraju's branding awareness initiatives and campaign:

- i. To inform, educate and increase awareness to the stakeholders and change agents (public, educators, parents etc).
- ii. To create the image and positioning of Yayasan Peneraju as the conduit of transformation for Bumiputera talents.





## 2.1 Scope of Services

**Part 1:** A proposal on a 3-year Strategic Communication plan (2019-2021) on what and how the vendor proposes for Yayasan Peneraju to achieve the objective stated above. The Strategic Communication Plan should be designed for execution over a period of 3 years. In order to implement the plan successfully, the recommendation of an integrated Communication Plan that would look into various channels and segmentation of target audiences for effective coverage and maximum impact. It should consider these (but not limited to):

### **Yayasan Peneraju's Vision & Mission**

Structure a 3-year (2019 – 2021) communication strategy in line with Yayasan Peneraju's vision and mission.

### **Yayasan Peneraju's Target Audience**

The main target of the communication plan should address these different target groups – Government, Public, Pledgers (existing and potential), Programme Partners (existing and potential), Outreach Partners (existing and potential), NGOs, Learning Institutions, Media, Parents and Scholars (existing and potential).

Yayasan Peneraju has many success stories that can be leveraged on as strong ambassadors (ShYFT – Scholars of Yayasan Peneraju for Transformation). Hence the communication plan should also include these 'success' / inspirational stories.

It is highly recommended that the vendor addresses these steps as a guidance when drawing up the proposal:

- i. Understand Yayasan Peneraju vision, missions and programmes.
- ii. Identify Yayasan Peneraju's USPs.
- iii. Perform a dipstick survey to gauge where Yayasan Peneraju stands.
- iv. Propose ways to promote USPs to different target audience (data driven approach is highly encouraged):



- Propose quick wins
- Mid and long term strategy
- Propose Strategic Communication's organisation chart to support the proposed strategy

**Part 2:** On-going support (PROPOSAL NEED NOT INCLUDE THIS PART UNLESS VENDOR WISHES TO SHOWCASE UNIQUE DIFFERENCE)

The scope of services will also include (but not limited to) these items:

i. Public Relations

- Leveraging on network and current issues for PR initiatives
- Press releases – writing and distribution
- Writing speeches for Yayasan Peneraju's events
- Advisory on collateral copy
- Writing of website copy (English and Bahasa Malaysia language)
- Ensure continuous appearance in media (coordinate, draft Q&A)
- Media monitoring (print and online) – ensure copies are kept at Yayasan Peneraju's disposal
- Training Yayasan Peneraju's spokespersons on media handling

ii. Branding

- Establishing key messages
- Propose ways to push Yayasan Peneraju's brand to the right target audience

iii. Media Relations

- Propose and execute media relations initiatives



- iv. Marketing
  - Propose best and cost-effective outreach medium (advertisement and non-advertisement form) for organisation and programmes
  - Propose campaigns (social media etc)
  - Propose and network with organisations/agencies/bodies that could help with outreach
  - Advisory on content
- v. Events
  - Advisory on event concept
  - Advisory on protocol
- vi. Crisis Management
  - Advisory role on handling crisis
  - Drafting of messages, press releases etc
- vii. CSR
  - Advisory on CSR programmes
- viii. Others

The Vendor is required to submit a Technical Proposal and Financial Proposal taking into account the Scope of Services above.

## **2.2 Vendor Qualification and Requirement**

- i. Minimum of 5 years of experience in the industry.
- ii. Has good rapport with the media.
- iii. Has past or current clientele in the education and relevant sectors.
- iv. Established relationship with government ministries and agencies would be an advantage.



### 3. Proposal Submission Instructions

#### 3.1 Technical Proposal

##### Section 1: Executive Summary

This section shall include:

- The background of the Vendor's proposal, including the proposed methodology and analysis of the project in response to the RFP and how it complies with the project objectives and specifications.
- Relevant details about the Vendor. Please fill in the **Appendix 1** form.

##### Section 2: Proposal

This section should clearly list down in detail the proposed conduct of the study covering all aspects of the project specifications and scope as listed in the RFP including the proposed appropriate methodology and approach.

The proposal should also highlight potential limitations and weaknesses of the proposed techniques and approach (if any) and suggestions to overcome the limitations.

##### Section 3: Expertise of Staff

For this section, please list down all the key personnel who will be working on the project. Information required includes the following:

- name;
- academic qualification;
- current job;
- Part time/full time;
- work experience;
- project team role; and
- other supporting information.

**Section 4: Past Projects Experience**

In this section, please indicate the number of years of experience in developing and conducting similar projects. This section should also include a list of completed/on-going projects in the past 5 years.

| No. | Client's Name | Client's Contact Details (Name/ e-mail/ tel. no.) | Projects Scope/ Purpose | Contract Worth (RM) | Period of Project |
|-----|---------------|---|-------------------------|---------------------|-------------------|
|     |               |   |                         |                     |                   |
|     |               |   |                         |                     |                   |
|     |               |   |                         |                     |                   |

**Section 5: Schedule/ Timeline for Implementation**

This section will contain a detailed schedule/ timeline for the implementation with specific activities clearly listed.

**Section 6: Additional Information**

This will cover any additional relevant information that has not been covered in the sections mentioned above.

**3.2 Financial Proposal**

The Vendor must ensure that prices quoted in the tender which includes, but is not limited to, itemised costing and total cost, are true, accurate and complete before submitting the price quotation.

The Vendor shall be solely responsible for any omissions or errors on prices quoted and shall have no right to impose any additional costs, make a claim or request on any grounds for the rectification and reconsideration of the prices quoted. Yayasan Peneraju will not entertain any request from any Vendor for any variation of prices or submission of additional quotes for items erroneously omitted in the original submission of proposal on any grounds including oversight, lack of knowledge, etc.



**Quotation**

- a. Quote prices shall cover all the scope of services as stated in Section B
- b. The quote prices must be quoted in Ringgit Malaysia (RM)
- c. All quoted prices shall be inclusive of applicable duties and taxes
- d. This is a fixed price project and out of pocket expenses are to be borne by Vendor, unless specified by Yayasan Peneraju in writing
- e. The quotation form must be signed and stamped with official stamp. The quotation will be rejected if it does not carry signature and stamp

The submission for Financial Proposal can be in the form of a 1-sheet quotation showing the proposed monthly retainer fee.

**<END OF DOCUMENT>**