



REQUEST FOR PROPOSAL (RFP):
STRATEGIC COMMUNICATIONS & PUBLIC RELATIONS ADVISORY SERVICES

Ref. No.: YP/RFP/OT/04/10-2022

Description	Date
Registration Opening Date	25 October 2022
Registration Closing / Cut-Off Date	1 November 2022 @ 12.00 noon
Briefing Date	Date/s will be notified after registration cut-off date

Issuer:

YAYASAN PENERAJU PENDIDIKAN BUMIPUTERA
Level 15-1, Mercu UEM, Jalan Stesen Sentral 5,
KL Sentral, 50470 Kuala Lumpur

SECTION A
INTRODUCTION AND BACKGROUND

SECTION A – INTRODUCTION AND BACKGROUND

1. Introduction and Background

Yayasan Peneraju Pendidikan Bumiputera (Yayasan Peneraju) is an initiative that focuses on strengthening the capacity building towards sustainable Bumiputera talents.

Among the objectives of Yayasan Peneraju are improving the quality, quantity and relevance of Bumiputera talents in line with the efforts to develop Malaysia towards a high-income nation through our structured academic, vocational and professional certification programmes.

Yayasan Peneraju has **FIVE (5)** clear missions:











- i. Provide quality educational opportunities for Bumiputera
- ii. Nurture and develop high potential Bumiputera
- iii. Establish joint collaboration with stakeholders in achieving the Bumiputera agenda
- iv. Provide the opportunity for international/industry certification towards providing high income job
- v. Transform Bumiputera capabilities towards generating high income employment

To achieve its objectives, Yayasan Peneraju continuously in search of potential partners, particularly via the following categories:

The current focus areas of Yayasan Peneraju programmes are as per the following:

- A. Sectors:
 - i) Technology & Digitalization - Cloud Solutions, Cybersecurity, Artificial Intelligence, Machine Learning, Big Data, Programming Language, FinTech, IT Audit, DevOps, Smart Agriculture
 - ii) Accounting, Finance & Business Services
 - iii) Energy - Oil & Gas, Renewable Energy
 - iv) Telecommunication
 - v) Healthcare
 - vi) Manufacturing & Automation
 - vii) Construction
 - viii) Aerospace
 - ix) Automotive - EV Related
 - x) Transport & Logistics - Land, Maritime, Aviation
 - xi) Tourism & Hospitality
 - xii) Other identified sectors with growing employment opportunities
- B. Non-Technical:
 - i) Nurture & Development - Digital Literacy, Financial Literacy, ESG fundamentals, other Personal & Capacity Development

The target group of Bumiputera beneficiaries should revolve around Yayasan Peneraju's five (5) main Thrusts – Peneraju Tunas, Peneraju Skil, Peneraju Profesional, Peneraju Teknologi and Peneraju Spesialis as per the following:

					
 Objective	Developing Students From Disadvantaged Background for a Sustainable Future	Developing Youths into Industry-Ready Skilled Workforce	Increase Number of Certified Professionals	Increase Number of Certified Workforce in Technology	Increase Number of Medical Specialists
 Focus Group	Primary to tertiary age group from challenging socio-economic background	Unemployed youths, Low / Semi workforce	SPM leavers, Undergraduates, Graduates, Existing workforce	Undergraduates, Graduates, Existing workforce	Practicing medicine graduates
 Outcome	Wholesome individuals with progressive academic performance	Skilled workforce in high growth sectors	Professional certification	Certified workforce in Technology	Qualified medical specialists
 Additional Initiatives	Special Projects Nurture & Development Programme (NDP)				

2. About the Request for Proposal (RFP)

Request for Proposal (RFP)

Cut-off date for registration of interest is on **1 November 2022 @ 12.00pm**. A briefing session will be called after the cut-off dates for Yayasan Peneraju to further explain about the requirements of this RFP. 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 property 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.

2.1 RFP Acceptance

2.1.1 Yayasan Peneraju's Rights

- i) Yayasan Peneraju reserves the right to accept and award any RFP, not to accept the lowest RFP Proposal and reserve the right to reject any part of or the entire RFP without providing reasons for doing so.
- ii) Yayasan Peneraju may accept a RFP either in part or in whole, reserve the right to vary, amend, modify, accept or reject any part of or the entire Proposal, to waive any formalities, to award the Contract based on the base bid as submitted and selected, and to award the Contract to other than the lowest Bidder.
- iii) Yayasan Peneraju is not obliged to accept a proposal in its entirety and may, at its absolute discretion, accept only parts of a proposal. Yayasan Peneraju is also not obliged to give any reason for non-acceptance and rejection of any proposal.

- iv) The Bidder/Vendor shall be solely responsible for any omissions or errors on prices quoted to Yayasan Peneraju. The Bidder/Vendor 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 Bidder/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.
- v) Yayasan Peneraju reserves the right to omit any items or works specified in the RFP Document but shall not be responsible for any loss of profit or expenses incurred related to the omission.

2.1.2 Obligations of Successful Bidder

The Successful Bidder shall commence the Services as described in the Service Agreement.

SECTION B
SCOPE OF SERVICES
& REQUIREMENTS

SECTION B – SCOPE OF SERVICES & REQUIREMENTS

A. Objective

The main objective of this RFQ is to engage a Strategic Communications Advisory Services partner that is able to assist Yayasan Peneraju achieve greater visibility towards the Malaysia Bumiputera market in order to reach out to Yayasan Peneraju's target market.

B. Scope of Work

Part 1: Introduction

A proposal on a 3-year (1+2) Strategic Communications plan (2023 – 2026) on what and how the vendor proposes for Yayasan Peneraju to achieve the objective stated above. The Strategic Communications 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 segments of target audiences for effective coverage and maximum impact. It should consider these (but not limited to):

- i. Structure Yayasan Peneraju's 3 year (2023 – 2026) and respective annual communication strategy in line with Yayasan Peneraju's Vision & Mission.
- ii. The main concept of the communication plan should appeal to these different target groups and messages – Public, Pledgers (existing and potential), Programme Partners, Outreach Partners, NGOs, Learning Institutions, Media, Parents and Scholars

Info: Yayasan Peneraju is targeting school leavers to working/non-working adults including B40, M40, rural and marginalised group and has produced more than 50,000 beneficiaries all over Malaysia.

Part 2: On-going support. The scope of services will also include (but not limited to) these items:

- i. Public Relations
 - a. Leveraging on network and current issues for PR initiatives
 - b. Act as an official PR and media secretariat for Yayasan Peneraju during the contract tenure
 - c. Press release – drafting, writing and distributing Yayasan Peneraju's contents with media editors' input for publicity and interviews
 - d. Press conference – handle media invitations, press kit, etc for Yayasan Peneraju's events
 - e. Speeches and forewords – writing speeches and forewords for Yayasan Peneraju's events for CEO, Ministers and key stakeholders representing Yayasan Peneraju
 - f. Media interview & appearance – prepare and coordinate Q&A, timing with editors/journalists to ensure continuous appearance in media
 - g. Media monitoring – monitor, distribute (to Yayasan Peneraju's staff) and monthly analysis of media appearances and ensure copies are available at Yayasan Peneraju's disposal

- h. Media relations – propose and execute media activities with Yayasan Peneraju’s staff to maintain good relationship
- ii. Branding
 - a. Establishing key messages and advise Yayasan Peneraju’s spokespersons for any branding initiatives
 - b. Push Yayasan Peneraju’s brand via any corporate branding activities
- iii. Marketing
 - a. Proposing best and cost-effective outreach medium (advertisement and non-advertisement form) for organisation and programmes
 - b. Propose campaigns for various marketing promotional activities
 - c. Propose and network with organisations/agencies/bodies that could help with outreach
 - d. Propose collateral copywriting related to marketing or promotional activities
- iv. Digital (electronic media, website, OOH, etc)
 - a. Plan, design, curate (content creation), manage and execute digital and social media campaigns/competitions to increase the impression, reach and awareness of Yayasan Peneraju’s brand
- v. Corporate Events
 - a. Advisory role on event concept and execution including media presence and coverage
- vi. Crisis Management
 - a. Propose Crisis Communication framework and assist Yayasan Peneraju’s Strategic Communications department in any arising issues
- vii. Others
 - a. Collateral copy – assist Yayasan Peneraju’s Strategic Communications department for any collaterals which require copywriting
 - b. Website copy – assist Yayasan Peneraju’s Strategic Communications department for website copywriting
 - c. WIP meeting – to set WIP meetings (twice a month) to present and discuss about the Communication plan, execution and monitoring

C. Requirements

The requirements include (but not limited to) these items:

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

SECTION C
IMPORTANT NOTICE

SECTION C – IMPORTANT NOTICE

1. Confirmation of RFP Participation

- 1.1 Confirmation of participation is **COMPULSORY**. Only registered Bidder will be invited for a **MANDATORY** RFP briefing session. Proposal received from unregistered Bidder AND absent from this RFP briefing will not be considered for further evaluation.
- 1.2 All interested Bidder are required to confirm their participation by registering at the link below:

<https://docs.google.com/forms/d/e/PRServices>

2. Clarification and Oral Interpretation

Inquiries or clarification by interested Bidder shall be sent to the Secretariat (Yayasan Peneraju's Strategic Procurement team) before registration closing date via email only to the following e-mail address:

E-mail : procurement@yayasanpeneraju.com.my
Attention : **Strategic Procurement Department**

Any oral interpretation received by Bidder is not considered as the modification to the RFP Document.

Bidder/Vendor are prohibited to make any direct and indirect contact with any personnel within Yayasan Peneraju with regards to this RFP until its completion except with the contact stated above. Any bidder/vendor shall be immediately disqualified without further discussion and notification if found for the violation.

*****END OF DOCUMENT*****