



**REQUEST FOR PROPOSAL (RFP) OPEN TENDER:
STRATEGIC COMMUNICATIONS & PUBLIC RELATIONS CONSULTANCY SERVICES**

Ref. No.: YP/RFP/OT/COMS/01/01-2025

Description	Date
Registration Opening Date	15 January 2025
Briefing Registration Closing Date	23 January 2025 @ 12.00 noon
Briefing Date	27 January 2025 @ 3.00pm – 4.00pm at Yayasan Peneraju Office

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 (YP) is an agency under the Ministry of Economy that functions as Talent Bank to identify, nurture and manage Bumiputera talents to accelerate the global competitiveness of Bumiputera. We aim to establish the most efficient funneling mechanism for talents with potential to become Value Creators through three (3) categories, which are: Professional Leaders, Business Leaders and Community Leaders.

Key functions of YP as Talent Bank include Talent Identification & Acquisition, Competency Development & Enhancement, Financial Resource Mobilisation and Networking & Industry Integration.

2. About the RFP

Request for Proposal (RFP)

The cut-off date for registration of participation is **23 January 2025 @ 12 noon**. Any registration after the said dates will not be entertained. 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 bidder(s) will be invited to submit such a Proposal or that any bidder(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 reserves the right to reject any part of or the entire RFP without providing reasons for doing so.
- ii) Yayasan Peneraju may accept an 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 shall be solely responsible for any omissions or errors on prices quoted to Yayasan Peneraju. The Bidder 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 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 later in the Service Agreement.

SECTION B
SCOPE OF SERVICES
& REQUIREMENTS

SECTION B – SCOPE OF SERVICES & REQUIREMENTS

1. Objective

The purpose of this RFP is to seek proposal from qualified and capable Bidder(s) for **Strategic Communications & Public Relations Consultancy Services** aimed at enhancing Yayasan Peneraju's brand presence and visibility to effectively reach YP's target audience, ensuring maximum impact and coverage. This includes creation of compelling visuals and content as well as executing impactful campaigns across various platforms, all in alignment with YP's goals to strengthen its public presence.

Bidder(s) is required to **propose a 3-year Communications Plan (2025 – 2028)** that details how the Bidder(s) plan to assist Yayasan Peneraju achieve the objectives stated above. The plan should be designed for execution over the next three years, with a focus on creating an Integrated Communication Strategy that effectively reaches various target audiences through variety of channels, ensuring maximum coverage and impact. It should consider, but is not limited to, the following:

i. Strategic Alignment - Structure Yayasan Peneraju's 3-year Communications Plan (2025 – 2028) and respective annual communication strategy align with Yayasan Peneraju's Vision & Mission.

ii. Target Audience & Messaging - Develop a comprehensive approach that addresses and appeal the needs of various target groups, including the Ministries, Pledgers (existing & potential), Partners, Learning & Training Institutions, Parents, Community, Beneficiaries (existing & potential), Alumni and general public. The communication plan should deliver tailored messages that resonate with each of these segments.

2. Scope of Services (on monthly basis)

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

i. Strategy Development & Planning

- a. **Conduct a comprehensive communication and brand audit** - Review existing communication strategies, channels and methods to assess their effectiveness and identify areas for improvement. The audit should provide insights into current branding efforts and offer recommendations to optimize communication and strengthen brand presence
- b. **Develop a strategic communications plan** - Create an actionable plan that aligns with YP's mission, vision and goals. This plan should outline key messages, target audiences, communication channels and campaign tactics to enhance the organisation's visibility and impact
- c. **Brand messaging & positioning** - Develop clear, consistent key messaging and provide guidance to YP's spokespersons for any branding initiatives, ensuring the message reflects YP's values and resonates effectively with its target audiences

ii. Public Relations

- a. Campaign development & execution
- b. Campaign performance tracking & reporting
- c. Crisis Communication Plan
- d. Leveraging networks and current issues for PR initiatives

- e. Official PR and media secretariat for Yayasan Peneraju throughout the contract tenure
- f. **Press release** – draft, write, translate (if required) and distribute press releases and other content
- g. **Press conference** – manage all aspects of press conferences including media invitations, press kit etc for Yayasan Peneraju’s events
- h. **Speeches and forewords** – writing speeches and forewords for Yayasan Peneraju’s spokespersons including Ministers and key stakeholders representing the organization at events.
- i. **Media interview & appearance** – prepare and coordinate Q&A, fact sheet and schedules with editors and journalists to ensure regular media appearances and interviews
- j. **Media monitoring and analysis** – monitor media coverage, distribute relevant media appearances to Yayasan Peneraju’s employees) and provide monthly analysis of media coverage. Ensure all media mentions and materials are archived and available for internal use

iii. Digital & Social Media Strategy

- a. **Digital strategy development** - Create and implement a digital communication strategy that leverages social media platforms, websites and other suitable medium or channel to promote YP’s initiatives and engage with stakeholders
- b. **Social media content creation** - Develop engaging social media content (posts, graphics, videos etc) aligned with YP’s key messages and strategic goals

iv. Creative Content Development

- a. **Content creation** - Develop engaging, original content including press releases, blog posts, articles, speeches, social media posts, newsletters, and annual reports.
- b. **Multimedia production** - Design visual content such as infographics, videos, and multimedia presentations that can be used across various platforms.
- c. **Creative concepts for campaigns** - Generate creative concepts for PR campaigns that align with YP’s strategic goals and are designed to create impactful engagement with both existing and new audiences.

v. Media Relations

- a. **Build and maintain media relationships** - Develop and manage relationships with journalists, editors, and key influencers in the industry to ensure YP is featured positively in the media.
- b. **Media outreach & pitching** - Proactively pitch stories to target media outlets and secure coverage in relevant publications, both traditional and digital
- c. **Press conferences & events** - Coordinate and manage press events, briefings, and interviews to promote YP’s initiatives, ensuring clear and consistent messaging
- d. **Media engagement events/initiatives** – Organise and host media engagement events such as luncheons or other suitable gatherings or initiatives to enhance media collaboration

vi. Marketing

- a. **Outreach medium selection** – Identify and recommend most effective & cost-efficient outreach mediums to promote Yayasan Peneraju and its offerings

- b. **Campaign Development** – Design, develop and execute marketing campaigns to promote YP’s initiatives
- c. **Partnerships** - Identify and establish partnerships with organisations and other relevant parties to enhance YP’s outreach and support marketing efforts.
- d. **Copywriting for marketing & promotions** - Create compelling and persuasive copy for marketing and promotional activities, including advertisements, social media content, brochures, and other materials, ensuring alignment with YP’s messaging and goals.

vii. Corporate Events

Advisory role on event concept and execution including media presence and coverage.

viii. Others

- a. Copywriting – Collateral, website content and etc which require copywriting
- b. WIP meeting – to set WIP meetings (twice a month) to present and discuss about the Communication plan, execution and monitoring.

3. Bidder Requirements

The following requirements must be met (but are not limited to):

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

SECTION C
IMPORTANT NOTICE

SECTION C – IMPORTANT NOTICE

This section (instruction to bidder) shall be part of the RFP requirement and to be read in conjunction with all the other sections of this RFP document. It is to instruct Bidder to adhere to the practices and format to fulfil the requirement of RFP and Award of Contract. Failure to follow any of these instructions will result in the RFP Proposal being rejected and will not be entertained.

1. Mandatory Requirements

A. 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 OR absent from this RFP briefing OR submission using different company name/entities during registration for participation will **NOT BE CONSIDERED** for further evaluation.
- 1.2 All interested Bidder are required to confirm their participation by registering at the link below:

[Registration for Tender Briefing](#)

B. RFP Briefing

Bidder **MUST** attend the RFP Briefing to get detailed explanation regarding the RFP Document to avoid any mistake/error while preparing the RFP Proposal. Unregistered bidder attended briefing will not be entertained.

C. Statement of Audited Account

Bidder **MUST** provide details of financial capability in Financial Proposal on RFP submission for Statement of Audited Accounts for the **previous latest three (3) financial years** (i.e., 2021, 2022 and 2023).

2. Clarification and Oral Interpretation

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

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

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

Bidder 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 shall be immediately disqualified without further discussion and notification if found for the violation.

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