



REQUEST FOR PROPOSAL (RFP) PERKHIDMATAN PERUNDING BAGI PENYEDIAAN PELAN PERNIAGAAN (*BUSINESS PLAN*) UNTUK SEDA MALAYSIA'S NEW BUSINESS ENTITY

TERMS OF REFERENCE

1. DISCLAIMER

- 1.1 SEDA Malaysia will not be responsible for any misinterpretation/ misunderstanding of the scope of work, or failure to comply with any of the specification, on the part of the RFP. It is the applicant's responsibility to seek clarification to his satisfaction through the avenues provided.

2. INTRODUCTION

- 2.1 The purpose of this RFP is to appoint an experienced consultant (hereinafter referred to as Consultant) to develop a Business Plan for SEDA Malaysia that will chart the establishment of a new business entity for SEDA Malaysia and the comprehensive business strategies for this new entity.
- 2.2 The consultant must be incorporated in Malaysia under the Companies Act 1965.

3. SCOPE OF WORKS

- 3.1 This RFP involves the "***Request for Proposal Perkhidmatan Perunding Bagi Penyediaan Pelan Perniagaan (Business Plan) Untuk SEDA Malaysia's New Business Entity***" (hereinafter referred to as the "Works").

3.2 As a guiding principle, the scope of RFP shall uphold the overall sustainable energy (SE) agenda of the country, including ensuring access to affordable, reliable, sustainable and modern energy for all.

3.3 The table below outlines the scope of work by the Consultant for the development of the Business Plan. However, the scope of work of the Consultant is not limited to the outline below; the Consultant is obliged to carry out any other scope of work relevant to the development of the Business Plan as instructed by the Project Committee from time to time:

No.	Scope of Work
1	To undertake a situational analysis of the current relevant business environment in Malaysia, and to conduct comparative market analysis on renewable energy (RE) and energy efficiency (EE) businesses in the country.
2	To conduct SWOT analysis of SEDA Malaysia, based on its current vision & mission, strategic plan, operations and financial performance, key initiatives, current resources, etc.
3	To identify and prioritize business opportunities, target markets and customer profiles.
4	To identify the product/service offerings of the business entity, together with pricing information and their added-value features, and comparison with similar products in the market.
5	To identify competitors and challenges in the market, in order to address market share, market growth and responses to the challenges.
6	To identify sources of funding, including any grants available either locally or internationally and provide preliminary information on access to these funds.
7	Step by step guide to establishment of new business entity, including advice on necessary paperwork and processes in seeking the requisite approval from the Ministry of Finance's Statutory Body Strategic Management Division.
8	Develop timeline and action plan including establishment of new business entity.

No.	Scope of Work
9	To develop the company's business objectives, vision, mission and goals (short-, medium- and long-term)
10	<p>To determine resources requirements from HR, financial and communications perspectives. Specifically:</p> <ul style="list-style-type: none"> • Human resource planning for the new business entity includes but not limited to: <ul style="list-style-type: none"> ○ Establishing the organization chart and skillset of each employee ○ This includes determining the company structure, board of directors and the management team, and the skills, knowledge and experience required of them and re-deployment of existing human resources in SEDA ○ Projected human resource planning on annual basis for 10 years ○ Capacity development programme on annual basis for 10 years ○ Estimated salary required for staff on annual basis for 10 years • Financial study shall include but not limited to the following: <ul style="list-style-type: none"> ○ Projected initial capital investment (e.g. office, company vehicles) in establishing the business entity ○ Projected financial annual incomes from the identified current business opportunities for 10 years ○ Projected annual expenses for the business entity for 10 years ○ Projected annual cashflow for 10 years • Communications Plan: <ul style="list-style-type: none"> ○ Develop comprehensive annual communications plan required for branding of new business entity and its services for 10 years ○ The associated estimated annual cost for the communications plan for 10 years

No.	Scope of Work
11	To develop an effective marketing plans for the new entity, which shall include marketing objectives, advertising & promotion, selling tactics, etc.
12	Business plan coaching.
13	Involve in a Stakeholder Workshop/Engagement: <ul style="list-style-type: none"> • Prepare Stakeholder Workshop Agenda; • Prepare a structured feedback template for the participants; • Consolidate feedback, refine draft and submit report to the Project Committee.

4. DURATION OF THE ASSIGNMENT

The duration of this assignment shall be for a period of 3 months commencing upon the signing date on the Letter of Award. The consultant must submit the Project Timeline with the RFP.

5. DELIVERABLES

- 5.1 Final report must contain all scope of work outlined above and presented in an integrative approach.
- 5.2 The Business Plan shall comply with the requirements of Ministry of Finance when submitting a business plan for the purpose of setting up a business entity for a Statutory Body in terms of:
 - a) Contents and format
 - b) Language (English)
- 5.3 The Business Plan shall be presented in 2 versions:
 - i) Executive Summary – highlighting salient points and making use of infographics in MS Word, MS PowerPoint and PDF format;
 - ii) Comprehensive plan in MS Word and pdf format

6. PROJECT STRUCTURE

The development of the Business Plan will be monitored by a Project Committee. The Consultant shall be reporting to the secretariat of this Project Committee. The Committee shall be chaired by the Chief Executive Officer of SEDA with Head of Divisions/Units as members. The Chief Operating Officer will serve as an alternate chair to the Chief Executive Officer.

7. COST OF THE SERVICE AND TERMS OF PAYMENT

7.1 The cost of services in respect of the professional fees payable to the Consultant will be calculated based on the man-months and reimbursement fees. The total of reimbursement fees shall be not more than 10% of the overall cost.

7.2 The terms of payment for this quotation shall be as follows:

Report	Payment Schedule
1. Upon signing and submission of project time line	5%
2. Interim report and briefing to the Project Committee	35%
3. Draft final report and briefing to the Project Committee	50%
4. Final acceptance of report	10%

8. ADMINISTRATIVE COMPLIANCE

8.1 CVs of team and lead consultant must be submitted as part of the RFP;

8.2 Need to sign Non-Disclosure Agreement to preserve confidentiality of information collected and analysed.