



INSTITUT SUKAN NEGARA

Request for Proposal for Marketing and Commercialization

The National Sports Institute (ISN) is currently looking for an experienced and reputable company to present a viable marketing and commercialization plan to market the various services available in ISN to the public.

The National Sports Institute is a national statutory body established under Act 729 (National Sports Institute Act) as the sole authority under Malaysian law for sports science, sports medicine and sports technology. Crucially, under the act, ISN is empowered to commercialize all aspects of research, products and services under our purview.

We are currently soliciting RFPs in order to find the right partner to spearhead our commercialisation efforts.

In answering to this RFP, companies should include a full corporate profile with contact information, company history, firm size and finances in broad terms, executive background, and the academic qualification and experience of the personnel, as well as, organisation structure of those who will be implementing your proposal. Testimonials are welcomed. Do also include in your outline:

- Sample of past projects of similar nature.
- Products / segments identified for the said commercialisation
- Identification of potential industry partners and investors.
- Commercialisation plan for each product with the phases (milestones) clearly defined.
- A summarised and itemised proposition, outlining probable challenges and proposed solutions.
- Proposed risk management procedures such as project delay, implementation issues and financial risk involved.
- Potential commission rate.
- Relevant supporting documents from Ministry of Finance.
- Other relevant documents.

Please note that the successful company chosen to partner in this project will be paid on commission terms based on the Ringgit amount of business brought in.

The RFPs submission deadline is before **12 pm, Monday, 26th of November 2018.**

Responses are to be physically delivered to:

Institut Sukan Negara,
Jalan Barat, Bukit Jalil,
57000 Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur

For further details, kindly contact Mr. Teoh Siang Swee at 03-8991 4469.