

REQUEST FOR PROPOSAL (RFP)

1) COMPANY INFORMATION

Company Name & Registration Number	:	
Contact Person (Name & Designation)	:	
Email Address	:	
Phone No.	:	

2) PROJECT OVERVIEW

Project Title	:	BUSINESS STRATEGY: GAINING A COMPETITIVE EDGE
Project Description	:	This two-day programme equips the participants with the strategic frameworks and practical tools to gain a sustainable competitive edge in today's dynamic business landscape
Target Audience	:	Middle and Senior Executives
Desired Training Dates	:	TBA
Number of Participants	:	25 – 30 pax
Location	:	SCOPE

3) TRAINING REQUIREMENTS

Specific Skills / Knowledge	:	
Desired Training Format	:	In-person
Assessment Method	:	Pre & Post Assessment
Expected Outcomes & Deliverables	:	<p>Key takeaways:</p> <ul style="list-style-type: none"> • comprehensive understanding of competitive strategy: analyse industry dynamics, identify competitive advantages, and understand the drivers of sustainable growth, • conduct thorough market analysis: employ market research techniques to identify opportunities, assess threats, and understand clients' needs, • streamline key activities: choose the right revenue streams, value propositions, and key activities to create a sustainable competitive advantage, • communicate strategy effectively: present plan to stakeholders and gain buy-in for its implementation, and • leading with agility: fostering a culture of innovation and adaptability to thrive in uncertain environments

4) TRAINER QUALIFICATIONS

a) Personal Details

Name	:	
Nationality	:	
IC / Passport No	:	

Race	:	
Mobile no.	:	
Email	:	
TTT Certification No.	:	

b) Academic Qualifications

Qualification	:	
Name of Academic Institute	:	
Year Awarded	:	

c) Professional Qualifications

Professional Qualification	:	
Certificate Body	:	
Year Awarded	:	

d) Years of Career Experience

Previous Company	:	
Position	:	

Year (From & To)	:	
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e) Training Experience

No. of training Conducted (Attach list of trainings conducted)	:	
Year (From & To)	:	

5) PROPOSAL SUBMISSION

Deadline for Submitting Proposals	:	15 th April 2024
Submission Format	:	E-mail

6) ADDITIONAL INFORMATION

- Include any additional information that may be relevant to the project

Thank you for your interest in our project. We look forward to receiving your proposal and quotation.

Contact Information:

Please direct all questions and inquiries to:

- 1) Mr. Claudius Mitchell Hamarah (claudius@scope.net.my)
- 2) Ms. Husna Nadia Binti Abg Sapri (husna@scope.net.my)