



in collaboration with
MIT Sloan Management

REQUEST FOR PROPOSAL

MARKET RESEARCH ON
EXECUTIVE EDUCATION

Asia School of Business

25th Jan 2019

Background:

ASB is a new graduate business school established by Bank Negara Malaysia (BNM) in 2015, in collaboration with MIT Sloan School of Business and based in Kuala Lumpur. ASB offers both degree and non-degree programs to serve regional and global needs for business talent and leaders in the emerging world. The Asia School of Business is established under the ASB Management Sdn Bhd, a company incorporated in Malaysia and is a wholly owned subsidiary of Bank Negara Malaysia.

The School runs a 20-month MBA program leveraging on MIT Sloan pedagogy of Action Learning as the core of the ASB MBA curriculum, providing students with experiential training and hands-on projects with a focus on Asia. The Action Learning projects are executed in collaboration with partner corporations in the region. In this partner relationships, the corporations will engage ASB students in doing projects as part of the MBA curriculum.

ASB plans to expand its offering of non-degreed Executive Education programs for individuals and corporations as part of its expansion of program portfolio. The learning objective is to elevate the business knowledge in the region, through cutting-edge insights and practical lessons to tackle business challenges and drive change and innovation in their organizations.

Our estimate is that the Total Addressable Market in the three nearby markets (Malaysia, Thailand and Indonesia) includes at least the 239 publicly-listed companies buying open enrolment courses, and company-specific executive education programs for their top 250 managers. At this moment, we define ASB's Executive Education beachhead market to be the top 100 Malaysian-based companies, with a combined workforce of 7.7 million employees.

ASB is looking at engaging market research firms to conduct market research for the executive education landscape

More information on the Asia School of Business can be found at www.asb.edu.my.

Key Dates:

- Pitch Info Briefing Week of 11th Feb 2019
- Agency pitch in/out decision 15th Feb 2019
- Company credentials & portfolio submission/ NDA 15th Feb 2019
- Receive Pitch/ Proposal 4th Mar 2019
- Pitch Dates Week of 11th Mar 2019
- Pitch Decision Week of 18th Mar 2019
- Project kick-off Week of 25th Mar 2019
- Project deliverable 22nd April 2019

Key Deliverables:

The selected vendor should develop a detailed proposal that includes the project development, design concept/ research methods, resource planning (incl. team and their roles and responsibilities) and execution with a concrete timeline.

Scope of the work include:

- Competitor analysis of key players within the executive education landscape in the local market
- Develop Customer Based Brand Equity Model, or an equivalent model, to define meaningfully the different portfolio of Executive Education offerings
- Assessed and matched the needs and requirements of the target market by understanding their Executive Education procurement timeline and process

We expect the market research company to specify how it is going to sample, collect data, and develop the questionnaire/topic list, with the expected deliverables of

- Brand awareness, image and relationship with existing Executive Education schools, and
- Target persona/s descriptions and go-to market approach.

The research budget is partly the outcome of the research design required for answering the above research questions.

The proposal should also contain/consider the following:

- Successful projects undertaken by the vendor including previous clients.
- Proposed development team and their qualifications, strengths
- Project/ market research design, milestones, benchmarks, execution timeline
- Terms and conditions
- Rates for deliverables and extra charges for additional capability/services

Upon selection, the vendor will be expected to deliver the following (among others):

- Raw data obtained and used for the study, including blind spots in the study and harmonisation of data
- Results and recommendations from the study

Decision Criteria:

The selection criteria will include among others:

- Agency meeting organisation and project objectives
- Experience in serving clients in the tertiary or continuing professional education industry
- Experience in the conducting market research in the tertiary or continuing professional education industry
- Agency history, portfolio and reputation
- Qualifications of project team
- Solidness of approach and questionnaire design
- Practices set to ensure a consistent quality of work and a timely delivery
- Service level
- References
- Agency-client chemistry
- Price

The pitch will take place at Asia School of Business on Week of 11th Mar 2019. Agencies will have to submit their proposal to ASB on 4th Mar 2019. ASB will contact short listed agencies who would need to respond on preferred date and time during pitch in/out decision. The school has the right not to consider late or incomplete proposals.

Production Brief Summary:

Project Name	ASB Market Research On Executive Education
Project Lead	Rhoda Yap
Project Team	ASB Corporate Strategy
Research Deliverables	<p>Deliverables to reflect the following:</p> <ul style="list-style-type: none"> • Competitor analysis of key players within the executive education landscape in the local (Malaysian and ASEAN) market including perception of current (international + local) Executive Education schools in comparison with ASB (including competitors in USA and Europe that attract business from the ASEAN region) • Develop Customer Based Brand Equity Model, or an equivalent model, that assesses brand value perceptions of key competitors. • To define meaningfully the different portfolio choices of Executive Education offerings and the market valuations of such portfolios • Demand analysis and understanding Executive Education procurement timeline and process. Output to identify markets to target and prioritise. • Other opportunities for ASB in executive education landscape <p><u>Output:</u></p> <ul style="list-style-type: none"> • Research report with methodology, findings (current perceptions of Executive Education brands) and recommendations (ideal positioning of ASB brand vis-à-vis competitors)
Service Deliverable	<ul style="list-style-type: none"> • Scheduled regular progress updates from agency
Pitch Deliverables	<ul style="list-style-type: none"> • Market research design and deliverables • Company portfolio and experience/ comparable case study • Project team and timeline • Rates for additional capability/services • Terms and conditions • Costs and payment details (to be submitted separately in a sealed envelope)

Quotes:

- The prices should be firm, not dependent on any variable factors and should be expressed in Malaysian currency (MYR).
- The prices should be inclusive of all costs including taxes, duties, levies etc. to be charged.
- The price quoted should be broken down by type of services
- The quotes should also include consideration of the time needed to perform the research, and proposed timeline to complete the study.
- Quotes should remain valid for the period of one year from the date of engagement of services.
- Quotes MUST be submitted in either a sealed envelope separately from the proposal on the day of the pitch or as a password protected document in a separate email from the proposal to bidsforASB-branding@asb.edu.my

RFP Clarifications:

All queries and clarifications may be sought in writing to bidsforASB-branding@asb.edu.my.

Privacy:

This Request for Proposal is a private document and as such should not be circulated beyond your organization. A Non-Disclosure Agreement (NDA)/Confidentiality Agreement will be signed upon the pitch-in decision by the agency.

Submission of Documents:

Any document and queries submission shall be via email to bidsforASB-branding@asb.edu.my on or before the last date of submission.

ASB may, in exceptional circumstances and at its sole discretion, extend the deadline for submission of proposals.

Other Terms and Conditions:

- The working language of the Asia School of Business is English. All responses to this RFP will be in English.
- The Asia School of Business reserves the right, at its sole option, and for its convenience, to accept and/or reject any RFP, in whole or in part, for any or no reason.
- By issuing this RFP, ASB does not imply or give any assurance whatsoever that any quote will be accepted.

- No contractual or other legal obligations arise on the part of ASB to any interested parties by this RFP until such time as a final, written agreement, if any, is subsequently entered into with the person.
- ASB reserves the right to negotiate with interested service provider, seek clarification from interested service provider regarding their responses and invite modifications to the quotes submitted.
- ASB retains the right to withdraw or modify this RFP at any time without notice and without obligation.
- ASB may waive compliance with the requirements of this RFP and consider a response that does not meet all of the requirements of this RFP.
- The interested service provider's response, including fees and charges, shall constitute a binding offer capable of acceptance in whole or in part by Asia School of Business and if selected will remain valid until such time as a final agreement is negotiated and executed.
- ASB may require interested service providers to send representatives to ASB's offices for interviews and presentations.
- ASB reserves the right to discontinue negotiations with any interested service provider.
- All submissions become the property of the Asia School of Business, and will not be returned.

Neither Asia School of Business, its staff, representatives, nor any of its consultants or agents will be liable for any claims or damages resulting from solicitation, collection, review or evaluation of quotes.

Contact Information:

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Email: bidsforASB-branding@asb.edu.my

Appendix I

Undertaking Confidentiality

Within the context of the **MARKET RESEARCH ON EXECUTIVE EDUCATION FOR ASB**, (Company Name) _____ HEREBY UNDERTAKES not to give, divulge or reveal any information, data, or documentation whatsoever relating to the business and affairs of Asia School of Business to any third parties AND HEREBY CONVENANTS to take all necessary action to ensure that this undertaking shall be binding upon all its employees, agents and persons acting on its behalf pursuant to the market research services requested.

Signed : _____

Name : _____

Designation : _____

FOR AND ON BEHALF OF

Below / Attached is a list of employees, agents or persons acting on behalf of (Company Name) _____ involved in the provision of market research services who shall abide by the above.

<i>Name</i>	<i>NRIC/Passport</i>	<i>Designation</i>	<i>Signature</i>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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