

INVITATION FOR QUOTATION FOR PROVISION OF TRAINING
PROGRAMME FOR 2009/10 IT TRAINING PROGRAMME FOR SMEs IN
MANUFACTURING INDUSTRY

Dear ALL PROVIDERS,

1. The Hong Kong Government has sponsored the Internet Professional Association (iProA) for the implementation of the project, 2009/10 IT Training Programme for SMEs in Manufacturing Industry, in order to advocate the concept of branding, Internet Marketing and E-Commerce in their workplaces and to help them to understand the new concept of branding and marketing for their businesses . To ensure the successful implementation of this project, iProA has also sought the support of Federation of Hong Kong Industries (“FHKI”) , in areas of course promotion and recruitment
2. A Steering Committee of the Project has been formed by representatives from iProA and Federation of Hong Kong Industries (“FHKI”) to oversee the project. The Steering Committee is now looking for a company to offer the required services of this project.
3. You are invited to submit your most competitive quotation for this **Provision of Training Programme for the 2009/10 IT Training Programme for SMEs in Manufacturing Industry** to the Steering Committee.
4. Instructions
 - a) The contract shall be for the full quantity as described in Part I.
 - b) Each provider shall submit only one quotation.
5. The Steering Committee of the Project will assess each of the quotation received based on various relevant factors including but not limited to the experience of the provider (including the qualification and experience of crew members), the quality of the proposed services, likelihood to complete the project in time and the price of the quotation etc. This is not an exclusive offer; and the contract will be awarded to one or more than one vendors who can offer high confidence level for the project tasks; and can complete the tasks in time with quality and within the budget (not necessarily the one of lowest bid price).
6. The Steering Committee of the Project reserves the right to accept or reject any quotation and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
7. Closing Date
You are requested to submit your quotation latest by **17:00 on 01 September**

2009 by means of mail to the following address with Remarks of “PROVISION OF TRAINING PROGRAMME FOR 2009/10 IT TRAINING PROGRAMME FOR SMEs IN MANUFACTURING INDUSTRY” on the envelop cover:

Attention: Steering Committee of the IT TRAINING PROGRAMME
FOR SMEs IN MANUFACTURING INDUSTRY
Internet Professional Association Ltd.

Address: 27th Floor, 9 Wing Hong Street,
Cheung Sha Wan,
Kowloon, Hong Kong

Remarks: PROVISION OF TRAINING PROGRAMME FOR
2009/10 IT TRAINING PROGRAMME FOR SMEs IN
MANUFACTURING INDUSTRY

8. Submission of Quotation

a) Providers must submit response to Parts II, III and IV of this document

Part II	PROVISION OF TRAINING PROGRAMME FOR 2009/10 IT TRAINING PROGRAMME FOR SMEs IN MANUFACTURING INDUSTRY
Part III	Job Reference
Part IV	Information Summary of Provider

9. Enquiry

For enquiry, provider can contact Ms Polly Wong at 3157 7026 or send email to iproa@iproa.org with subject “PROVISION OF TRAINING PROGRAMME FOR 2009/10 IT TRAINING PROGRAMME FOR SMEs IN MANUFACTURING INDUSTRY”.

Yours truly,

Gary Chao
Chief Executive
Internet Professional Association

Part I: Specifications

1. Background for the existing SMEs

1.1 External environment including natural, social, political, and financial has been extremely harsh for Hong Kong SME manufacturers operating in Hong Kong and Guangdong province since last year. The global financial downturn has already pushed some of them mostly doing OEM/ODM businesses to have either closed down their operations unwillingly, or heavily scaled back to barely survive not knowing when they can begin to see some light at the end of the tunnel. Their traditional markets in USA and European countries are not showing any signs of recovery yet despite some rushed orders in small quantity and many people believe the worst is yet to come. Guangdong provincial governor estimated that 4,900 factories collapsed or relocated last year with over half of them invested by Hong Kong SME manufacturers. The negative chain effect has hit Hong Kong's economy impacting employment, social stability, and our future development. To survive, Hong Kong SME manufacturers have to explore new options to consider reaching out to new markets, and adopting new business model.

1.3 Many SME manufactures around the world have taken bold step to change, moving away from OEM/ODM business to building their own brand. With their own brand, they opened up for themselves enormous opportunity to create compelling value propositions and appeal to a much wider group of potential customers with the utilization of Internet environment as business channel which was never before possible. The success requires a paradigm shift of the mind-set of doing business differently in this internet age and determination to produce higher value-added products with the help of technology.

1.4 We believe that this new approach is applicable to Hong Kong SME manufactures and bring them tangible benefits. Internet Professional Association (iProA) a leading ICT professional body, propose to collaborate with industry association The Federation of Hong Kong Industries (FHKI) to design and conduct a series of training program on Brand building and E-Marketing and provide related consultancy services to the Hong Kong SME manufacturers. We shall promote wider adoption of Branding and Internet Marketing applications such as Search Engine Optimization, Social Media Marketing, and Web Analytics.

2. Project Summary

- 2.1. There are 2 different series (i.e. basic level and advanced level) of training courses in terms of lectures and workshops to be provided to all SMEs Manufacturers. The lectures and workshops can be held during weekdays or weekends. Lectures and workshops will be held in different districts of Hong Kong, to the convenience of the SMEs Manufactruers
- 2.2. Basic Level Lecture and Hands-on Workshop: OEM/ODM service markets are easy to enter but highly competitive. Competitions from new developing countries with much lower labor cost and improving skill sets can erode profit margin for manufacturers who are solely competing on price. The basic level training will provide participants knowledge and awareness on the importance of branding, brand building, and use of Internet as a new business channel and business model. The basic training program and hand on workshop is designed to provide the entry level knowledge about branding and Internet in general.
- 2.3. Advanced Level Lecture and Hands-on Workshop: Upon completion of the basic training program, participants will have better knowledge and appreciation of the nature and relationship of branding and Internet with their current business and customers. The advanced training program is designed to provide the essential knowledge and skill sets for participants to create their own brand and Internet business channel and model themselves or working with expertise. From this, they will better understand how to use brand building and Internet to set new direction and make a change to their current business for long term success.
- 2.4. The basic level of training course consists of 2 lectures (3 hours each) and 1 workshops(3 hours each). This basic level of training programme is designed to be held in 2 slots, in order to train around 300 SMEs Manufacturers (2 x 100 participants each class and 2 x 50 participants each class) . The lectures and workshops will be held in the period between Sept 2009 and Jan 2010;
- 2.5. The advanced level of training course consists of 3 lectures (3 hours each) and 1 workshops(3 hours each). This advanced level of training programme is expected to train around 300 SMEs Manufactruers in 2 slots. (2 x 100 participants each class and 2 x 50 participants each class. The lectures and workshop will be held in the period late Jan 2010 and June 2010.
- 2.6. The training materials for both the basic and advanced level of training course will be provided by the contractor. These training materials, as well as the photographs and video clips taken in lectures and workshops (for both the basic and advanced level of training programme) will be uploaded and

published to the iProA's website after each respective series of the courses.

2.7. The whole Training Programme has commenced in Aug 2009 and will end in June 2010. The target audiences are all SMEs manufacturers who would like to know and learn about branding and Internet Marketing in their workplace. A project team has been formed by members of iProA and FHKI to finalize the details.

2.8. Project effectiveness

The target participants are those all SMEs manufactures providing OEM/ODM services for brand owners, having their own factories, and having keen interest to learn how to build their own brand product through new business channel like Internet.

To measure the effectiveness of the project, program evaluation will be conducted in both quantitative and qualitative methods.

- Quantitative Method

Questionnaire survey will be distributed to the participants after each training session to measure and evaluate the satisfaction level of the training. All questionnaires collected will be summarised with an analysis report upon completion of the training series to give quantitative view on the project outcome achieved.

- Qualitative Method

Qualitative analysis report with in-depth study with participants of the training course will be provided. Detailed review and study with open questions on the effectiveness and expectations of the course will be conducted to form a qualitative perspective on project outcome.

3. Successful contractor is required to provide the following details:
- 3.1. Provide Training Material and Courseware.
- 3.1.1. Provide instructors (with CV or profile) for each of the courses from the above topics
 - 3.1.2. Provide 1-2 on-site helpers (with CV or profile) for each class
 - 3.1.3. Provide venue for both lectures and workshops (with computer and internet access) in the entire programme
 - 3.1.4. Provide all necessary equipment for training programme like seats, chairs, computers for workshops, laptop for presentation, pointer, etc.
 - 3.1.5. Provide resources to gather users feedback or questionnaire after each class conducted
 - 3.1.6. Provide training materials on Lectures and Hands-On Workshops. Please provide one set copies for our preview prior to the training courses taken.

The training materials and Courseware are involved in the following topics:
(pls. refers to 3.1)

Basic Level Lecture (3 hours per course) :

Course

Code	Course Name	Course Content
BF 1	Branding Fundamental	<ol style="list-style-type: none">1. Branding Relevance, Impact, and Benefits2. Basic rules of Branding Building on Companies and Products3. Define and Build Own Brands4. Draft and Deliver Brand's Promise5. Successful Brand Building Samples and Review
IF 1	Internet Fundamental	<ol style="list-style-type: none">1. Internet Relevance, Impact, and Benefits2. Internet Infrastructure and Technologies3. Internet Today and Future Development4. Internet, E-Commerce, and Long Tail Theory5. Internet Collaboration and Information Sharing

Basic Level Hands-On Workshop (one computer per student, 3 hours per course) :

Course

Code	Course Name	Course Content
IM 1	E-Commerce Fundamental	1. Select Website Provider and Open Online Shop 2. Open Paypal Payment Account 3. Open eBay Shop 4. Open Alibaba Market place 5. Open MSN/Skype Account for Online Communication with Customers and Partners

Advanced Level Lecture (3 hours per course) :

Course

Code	Course Name	Course Content
ABB1	Advanced Brand Building	1. Branding and Buying Process 2. Customer Satisfaction and Loyalty 3. Emotional Loyalty and Brand Equity 4. Brand Value to Customer 5. Brand Value to Companies
AED 1	Advanced E-Commerce Development	1. The Growth of Internet and E-Commerce 2. The Impact of Internet on Business 3. The Development of Electronic Intermediation 4. Improved Core Business Process 5. Globalization through Internet and The World is Flat Theory
TIB 1	The 7Cs Framework and Interactive Brand Building Model	1. About The 7Cs Framework 2. Innovation-Adoption Model

3. Apply elements of Awareness, Interest, Evaluation, Trial and Adoption
4. About Interactive Brand Building Model
5. Apply five stages of Attract, Engage, Retain, Learn, and Relation

Advanced Level Hands-On Workshop (one computer per student, 3 hours per course) :

Course

Code	Course Name	Course Content
EBBMA 1	E-Brand Building and E-Marketing and Advertising	<ol style="list-style-type: none">1. Create User Experience (EX)2. How to adopt CRM into your marketing strategy3. Apply Facebook and MySpace4. Apply Youtube, RSS, Blog, and Twritter5. Apply Google Map and other Google Application6. Apply Google Search Engine Services and Banner Ad.7. Apply Webniar and Web Conferencing8. Apply Virtual coupon and currency and Virtual World9. Conclusion and Integration Plan

4. The detailed breakdown for the lectures./ workshop are as listed below:

It is expected to train up 300 participants in total through the two series of training course. Each participant will attend 5 lectures (2 for Basic Level, 3 for Advanced Level), and 2 workshops (1 each for Basic and Advanced Level).

Lectures:
Basic Level: There are 2 series of lectures, each with 100 and 50 persons per lecture respectively. Each series consists of 2 lectures while each lecture will be conducted twice, in which 3 hours per session. The total targeted participants trained for Basic series = 300 (There are 2 types of class size, 100 and 50. For the 100-person classes, each class consists of 30 companies with 2 representatives + 40 from other channels such as other associations. For the 50-person classes, each class consists of the members from the Federation of Hong Kong Industries (FHKI) and other associations.
Advanced Level: There are 2 series of lectures, each with 100 and 50 persons per lecture respectively. Each series consists of 3 lectures while each lecture will be conducted twice, in which 3 hours per session. The total targeted participants trained for Advanced series = 300 (There are 2 types of class size, 100 and 50. For the 100-person classes, each class consists of 30 companies with 2 representatives + 40 from other channels such as other associations. For the 50-person classes, each class consists of the members from the Federation of Hong Kong Industries (FHKI) and other associations.

Lecture / Workshop	Lecture Size	No. of Lecture	Duration (Hours)
Basic Level Lectures:			
BF 1	100 + 50	2	3
IF 1	100 + 50	2	3
Advanced Level lectures:			
ABB 1	100 + 50	2	3
AED 1	100 + 50	2	3
TIB 1	100 + 50	2	3
Workshops:			

Basic Level: Total targeted participants trained = 300 for 1 workshop course with 15 classes			
Advanced Level: Total targeted participants trained = 300 for 1 workshop course with 15 classes			
Basic Level Workshops:			
IM 1	20	15	3
Advanced Level Workshops:			
EBBMA 1	20	15	3

4.1. Coordination with iProA

- 4.1.1. Hold regular meetings with iProA and other related parties during the project period as specified in Section 2.5
- 4.1.2. Prepare related documents which are required for the meetings and which are requested by the iProA
- 4.1.3. The provider must follow the project schedule given by iProA.

5. Key Project Deliverables and Due Dates

Successful contractor is required to provide the following deliverables on or before the due dates specified as below.

	Deliverable	Due Date
	Basic Level Training Course	
1	Recruitment for: (a) Course Delivery Instructor/Trainer Course Delivery On-site helper/ Training Assistant	10 Sept 2009
2	Provide instructors and on-site helpers (with CV or profile) for each class	10 Sept 2009
3	Collect requirement for Lecture about the content design	16 Sept 2009
4	Provide the training materials for the Lecture and workshop for our record (remarks: files should be in both Word and PDF format)	16 Sept 2009
5	Conduct 2 Lectures (8 classes)	10 Jan 2010
6	Conduct workshops (1 workshop course with 15 classes)	10 Jan 2010
	Provide survey report for each training session	10 Jan 2010
	Advanced Level Training Course	
	Recruitment for: (a) Course Delivery Instructor/Trainer	10 Sept 2009

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	Deliverable	Due Date
	Course Delivery On-site helper/ Training Assistant	
	Provide instructors and on-site helpers (with CV or profile) for each class	10 Sept 2009
	Collect requirement for Lecture about the content design	16 Sept 2009
	Provide the training materials for the Lecture and workshop for our record (remarks: files should be in both Word and PDF format)	04 Oct 2009
	Conduct 3 Lectures (12 classes)	09 June 2010
	Conduct workshops (1 workshop course with 15 classes)	09 June 2010
	Provide survey report for each training session	09 June 2010

6. Project Timeline:

The tentative project timeline is listed as follows:

	Task/Activity	Start	Finish
	Basic Level Training Course		
1	Recruitment for: (a) Course Delivery Instructor/Trainer (b) Course Delivery On-site helper/ Training Assistant	03 Sept 2009	10 Sept 2009
2	Provide instructors and on-site helpers (with CV or profile) for each class	03 Sept 2009	10 Sept 2009
3	Collect requirement for Lecture about the content design	10 Sept 2009	16 Sept 2009
4	Provide the training materials for the Lecture and workshop for our record (remarks: files should be in both Word and PDF format)	10 Sept 2009	16 Sept 2009
5	Conduct 2 Lectures (8 classes)	21 Sept 2009	10 Jan 2010
6	Conduct workshops (1 workshop course with 15 classes)	21 Sept 2009	10 Jan 2010
	Provide survey report for each training session	21 Sept 2009	10 Jan 2010
	Provide all videos for all training courses	21 Sept 2009	10 Jan 2010
	Advanced Level Training Course		
7	Recruitment for: (a) Course Delivery Instructor/Trainer Course Delivery On-site helper/ Training Assistant	03 Sept 2009	10 Sept 2009
8	Provide instructors and on-site helpers (with CV or profile) for each class	03 Sept 2009	10 Sept 2009
9	Collect requirement for Lecture about the content design	10 Sept 2009	17 Sept 2009
10	Provide the training materials for the Lecture and workshop for our record (remarks: files should be in both Word and PDF format)	20 Sept 2009	04 Oct 2009
11	Conduct 3 Lectures (12 classes)	24 Jan 2010	09 June 2010
12	Conduct workshops (1 workshop course with 15	24 Jan 2010	09 June 2010

	classes)		
13	Provide survey report for each training session	24 Jan 2010	09 June 2010
14	Provide all videos for all training courses	24 Jan 2010	09 June 2010

7. Payment Terms:

1st 50% down payment by cheque

2nd payment: Balanced 30% by cheque upon completion of the training course of lecture and workshop for both Basic level and Advanced level.

3rd payment: Balanced 20% by cheque upon completion of the whole project. **(with well receipt of survey report)**

8. Manpower recruitment

Below table shows the manpower should be recruited by the contractor:

Job Title/ Position	Basic Level	Advanced Level	Manpower Total	Duration
Course Development Consultant	1	1	2	3 Months
Course Delivery Instructor	1	1	2	6 Months
Course Delivery On-site Helper	3	3	6	6 Months

SUBTOTAL: 10

Notice for submission of quotation

Please read this notice before you provide any Personal Data to us.

Internet Professional Association (iProA) is an organization incorporated under the laws of Hong Kong whose registered office is at 27th Floor, 9 Wing Hong Street, Cheung Sha Wan, Kowloon, Hong Kong. Our staff may ask you to provide your Personal Data for purposes related to evaluation of your quotation/offer of contract.

When you provide Personal Data to us, please make sure that the data is accurate and complete. If you fail to provide us with the information required or if the information provided is inaccurate or incomplete, our evaluation of your quotation/offer of contract will be affected.

Please also note that your Personal Data may be made available to:

- Steering group of this project, including members from iProA and Federation of Hong Kong Industries(FHKI)
- Appropriate persons in the Office of the Government Chief Information Officer
- Any other relevant parties

who require it for matters related to evaluation of your quotation/offer of contract.

We will only use, disclose or transfer the Personal Data you provide to us:

- for those purposes relating to evaluation of your quotation/offer of contract; or

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- directly related purposes; or
- where permitted by law.

We will obtain your consent before using your Personal Data for any other purposes. If you wish to require access to and/or correction of your Personal Data, you may do so under Personal Data (privacy) Ordinance in writing to:

Chief Executive
Internet Professional Association,
27th Floor, 9 Wing Hong Street,
Cheung Sha Wan, Kowloon, Hong Kong

Part II: Provision of training programme for the 2009/10 IT Training Programme for SMEs in Manufacturing Industry.

To: Steering Committee of the IT Training Programme for SMEs in Manufacturing Industry
 c/o Internet Professional Association
 27th Floor, 9 Wing Hong Street, Cheung Sha Wan, Kowloon, Hong Kong

QUOTATION FOR PROVISION OF IT TRAINING PROGRAMMES FOR 2009/10 IT TRAINING PROGRAMME FOR SMEs IN MANUFACTURING INDUSTRY

(Deadline for quotation submission: 17:00 on 01 September 2009)

We agree to supply the above services – IT Training programmes for the 2009/10 IT Training Programme for SMEs in Manufacturing Industry in accordance with the specifications and at a contract rate discounted for non-profit organization, breakdown as follows: (Pls. provide the detailed breakdown as much as possible for our perusal)

	Task/Activity	Normal Unit Cost (HK\$)	Unit Cost for Non-profit Organization (HK\$)
	Training Courses – Basic Level		
1	Recruitment for: (a) Course Delivery Instructor/Trainer (1)		
	(b) Course Delivery On-site helper/ Training Assistant (3)		
2	Provide the training materials for the Lecture and workshop for our record (remarks: files should be in both Word and PDF format)		
3	Conduct 2 Lectures (8 classes)		
4	Conduct workshops (1 workshop course with 15 classes)		
	Training Courses – Advanced Level		
5	Recruitment for: (a) Course Delivery Instructor/Trainer (1)		
6	(b) Course Delivery On-site helper/ Training Assistant (3)		

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7	Provide the training materials for the Lecture and workshop for our record (remarks: files should be in both Word and PDF format)		
8	Conduct 3 Lectures (12 classes)		
9	Conduct workshops (1 workshop course with 15 classes)		

(Signed by _____ for and on _____ (Company Chop)
 behalf of the Company)

 (Name of Company)

 (Date)

Part III: Job Reference

Vendor must provide (1) job reference and (2) qualification and experience of all project crew members in the Provision of training Services for the 2009/10 IT Training Programme for SMEs in Manufacturing industry.

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Part IV: Information Summary of Vendor

Vendor's name	
Local office address	
Contact Person	
Telephone number	
Fax number	