

RFP YHM NO.5/2023:

To streamline the selection process, kindly submit your proposal to shahrizan@yahijau.com before **12:00 p.m.** on **Wednesday, December 27, 2023**, showcasing your creativity through innovative concepts and ideas. Please include your quotation, portfolio, and a concise cover letter highlighting your expertise in creative concept design and copywriting.

Your proposal submission should encompass:

1. A minimum of three (3) distinctive concept designs:
 - A proposed cover page
 - Two (2) subsequent pages detailing Yayasan Hijau Malaysia's Mission, Vision, Objectives, and Core Values (please refer to **Attachment I**)
2. Quotation (**Attachment II**)
3. Portfolio
4. A concise cover letter highlighting your expertise in creative concept design and copywriting
5. Company Details (please refer **Attachment III**)

Should you have any specific queries or require further details, please feel free to reach out to us at **013-779 9881** (Shahrizan).

ATTACHMENT I



Our Objective

To promote, initiate, foster, develop, and improve education in energy efficiency, green technology applications and green lifestyle practices at grassroots level and for the Malaysian public.

Vision

“To educate and promote green lifestyles, green technologies and the sustainability of energy, water & biodiversity to the public.”

Mision

- To implement and promote green practices in Malaysian society at the grassroots level to ensure environmental sustainability.
- To increase the level of awareness amongst the masses through education on the importance of effective green practices.
- To create a responsible and proactive society that understands the importance of having a green environment.
- To garner sponsors from individuals, companies, industry players and non-governmental organizations through Corporate Social Responsibility activities and the participation of all stakeholders in support of green development.

YHM's CORE VALUES

At Yayasan Hijau Malaysia, our employees are driven to create valuable work every day. Our core values are the foundation of our company, essential to our success and serve as the lens through which we evaluate every projects decision.

INTEGRITY

Doing the right thing when no one is watching

CARING

Never stop doing the nice little things for others

DYNAMIC

Intelligence is the ability to adapt to change

DISCIPLINE

Discipline is the bridge between goals and accomplishment

RFP YHM NO.5/2023:

SPECIFICATIONS FOR THE PUBLICATION OF THE YAYASAN HIJAU MALAYSIA (YHM) BIENNIAL REPORT FOR THE YEAR 2021-2022

No.	SPECIFICATIONS	PRICE
1.	<p>This project encompasses creative concept work, design, and typesetting tasks for the YHM 's report. The scope includes:</p> <p>I. Book Cover Design: Proposing a visually appealing and informative cover design that best represents YHM and aligns with the report's content.</p> <p>II. Interior Design: Creating an interior layout that is consistent with the book cover design and enhances the readability of the report. This includes:</p> <ul style="list-style-type: none"> • Content formatting and layout • Page dividers and graphics • Tables and images • Other relevant visual elements <p>III. Charts and Graphs: Developing clear and engaging charts and graphs that effectively communicate the report's data. These should:</p> <ul style="list-style-type: none"> • Align with the content and accurately represent the data • Be visually appealing and creative • Maintain a uniform style throughout the report • Avoid being overly prominent in size and color <p>IV. Image Selection: Utilizing a minimum of 50 images to illustrate the report's content, sourced from the following:</p> <ul style="list-style-type: none"> • Photostock: Up to 15 images may be sourced from photostock libraries. • Supplier Inventory: Images available from the supplier's existing inventory will be considered. • Yayasan Hijau Malaysia : Images provided by YHM will be incorporated. 	

2.	<p>Color Proof and Mock-up:</p> <p>Quality Standards: YHM reserves the right to reject color proofs deemed to be of low quality. This ensures that the final product meets the Foundation's high standards.</p> <p>Final Approval: The supplier must provide the final proof for both the book cover and page divider. This allows YHM to review and approve the design before printing begins.</p>	
3.	<p>Book Specifications:</p> <p>Size:</p> <ul style="list-style-type: none"> • Closed: 21 cm (w) x 26 cm (h) • Open: 42 cm (w) x 26 cm (h) <p>Materials:</p> <ul style="list-style-type: none"> • Cover: 310gsm Art Card • Content: 128gsm Matte Art Paper (White) <p>Color Specifications:</p> <ul style="list-style-type: none"> • Main Content: 4C x 4C • Cover Spot Color: +1C <p>Packaging:</p> <ul style="list-style-type: none"> • Matt Lamination • Spot UV <p>Quantity: 100 copies (English Language)</p> <p>Additional Information:</p> <ul style="list-style-type: none"> • The final draft must obtain approval from YHM before printing. • After printing, a softcopy in PDF format should be submitted to YHM. 	
4.	English copywriting services	
	TOTAL COST (RM)	

BAHAGIAN 1 : MAKLUMAT SYARIKAT PEMBIDA

1. Nama Syarikat Pembida :
2. No Pendaftaran Suruhanjaya Syarikat Malaysia (SSM) :
3. Alamat Syarikat Berdaftar :
4. No. Telefon Syarikat :
5. Nama Pegawai :
6. No. Kad Pengenalan :
7. Jawatan Pegawai :
8. No. Telefon Pegawai :
9. Email :

BAHAGIAN 2 : SENARAI SEMAK DOKUMEN
(BEKALAN/PERKHIDMATAN/KERJA)

Sila Tandakan ☐ / ☐ bagi dokumen – dokumen yang disertakan

Bil	Perkara / Dokumen	Untuk Ditanda Oleh Syarikat Pembida	Untuk Ditanda oleh Jawatankuasa Pembuka Sebutharga
1	Borang Sebutharga		
2	Sijil Pendaftaran Syarikat SSM		
3	Sijil Pendaftaran Kementerian Kewangan MOF		
4	Penyata Kewangan Syarikat (3 Bulan Terkini)		
5	Profile Syarikat		
6	Senarai Pelanggan dan Pengalaman Kerja		
7	Lain – lain sekiranya ada		