

CADANGAN TEKNIKAL**SEBUTHARGA BIL. 24 / 2014 : PERKHIDMATAN PENULISAN PROFESIONAL DAN
PENGURUSAN MEDIA (September 2014 – Disember 2015)**

	Details	Compliance (Yes / No)
1.	<p>Months of September and October 2014</p> <p>i) Content development and writing articles for: a) Business Times, New Straits Times (13 articles); and b) SME Newslink, Malaysia SME (3 articles).</p>	
2.	<p>Months of November and December 2014</p> <p>i) Content development and writing articles for: a) Business Times, New Straits Times (13 articles); and b) SME Newslink, Malaysia SME (3 articles).</p>	
3.	<p>Months of January and February 2015</p> <p>i) Content development and writing articles for: a) Business Times, New Straits Times (4 articles).</p> <p>ii) Pitch 1 interview / story in January or February 2015 with targeted media. [Interview with the CEO of SME Corp. Malaysia or SMEs and strategise a story for placement. The story will cover all aspects, programmes and initiatives of SME Corp. Malaysia, and also the success stories of the SMEs and how they benefited from them.]</p> <p>iii) Prepare Media Statements for: a) ASEAN SME Showcase and Conference 2015 Soft Launch. b) GST Awareness Programme 2015 c) SME Innovation Award 2015 Soft Launch</p>	
4.	<p>Months of March and April 2015</p> <p>i) Content development and writing articles for: a) Business Times, New Straits Times (4 articles); and b) SME Newslink, Malaysia SME (3 articles).</p>	

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5.	<p>Months of May and June 2015</p> <p>i) Content development and writing articles for: a) Business Times, New Straits Times (5 articles); and b) SME Newslink, Malaysia SME (2 articles).</p> <p>ii) Pitch 1 interview / story in May or June 2015 with targeted media.</p> <p>[Interview with the CEO of SME Corp. Malaysia or SMEs and strategise a story for placement. The story will cover all aspects, programmes and initiatives of SME Corp. Malaysia, and also the success stories of the SMEs and how they benefited from them.]</p> <p>iii) Media Management for: a) ASEAN SME Showcase and Conference 2015; and b) SME Week 2015.</p> <p>[Invite electronic and print media, arrange media conference, prepare media statement, answer media enquiries and arrange interviews with media.]</p>	<hr/> <hr/> <hr/>
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Saya mewakili syarikat bersetuju untuk mematuhi spesifikasi Sebutarga seperti yang dinyatakan di atas.

Tandatangan :

Nama :

Jawatan :

Cop Syarikat :

CADANGAN HARGA
SEBUTHARGA BIL. 24 / 2014 : PERKHIDMATAN PENULISAN PROFESIONAL DAN
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	TOTAL COST (RM) (COMPULSORY)	

Saya mewakili syarikat bersetuju untuk menawarkan jumlah harga untuk Sebutharga ini seperti yang dinyatakan di atas.

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