

# **Witbank Coalfields Medical Aid Scheme (WCMAS)**

## **REQUEST FOR QUOTATIONS TO PROVIDE CORPORATE NAME CHANGE PROJECT MANAGEMENT**

WITBANK COALFIELDS MEDICAL AID SCHEME  
WCMAS Building, OR Tambo Rd and Susanna Str, eMalahleni

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### 1. INTRODUCTION

Witbank Coalfields Medical Aid Scheme (WCMAS), a registered South African medical aid scheme, is undertaking a rebranding initiative to change its corporate name. This transformation is essential to align the scheme's identity with its future strategic direction and stakeholder expectations.

We hereby invite suitably qualified consultants or agencies to submit quotations for managing the end-to-end process of the name change. The selected service provider will be responsible for legal, regulatory, branding, communications, and stakeholder management elements of the project.

### 2. PROJECT OBJECTIVE

- Identify and recommend a new name aligned with WCMAS's vision and values.
- Ensure legal and regulatory compliance throughout the process.
- Manage all internal and external communications.
- Roll out a cohesive brand change strategy, including visual identity, documentation, and digital platforms.
- Ensure stakeholder buy-in and effective change management.

### 3. SCOPE OF WORK

The appointed service provider will be expected to deliver the following services:

#### Phase 1: Discovery & Strategy

- Conduct workshops and interviews with key stakeholders.
- Research market positioning, member demographics, and competitor landscape.
- Propose 3–5 new name options with strategic rationale and availability checks.

#### Phase 2: Branding & Design

- Develop a new visual identity (logo, colour palette, fonts, templates).

- Design updated branded materials (stationery, signage, brochures, etc.).
- Provide digital assets for website, social media, and mobile applications.

### **Phase 3: Communications & Stakeholder Engagement**

- Create a comprehensive communication plan for internal and external audiences.
- Draft press releases, FAQs, scripts, and announcements.
- Provide crisis communication support and change management guidance.

### **Phase 4: Implementation & Monitoring**

- Coordinate the roll-out of the new name and brand across all touchpoints.
- Provide training and implementation support to internal teams.
- Monitor effectiveness and stakeholder sentiment post-launch.

## **4. DELIVERABLES**

- Strategic Name Change Proposal (including naming options)
- Brand Identity Toolkit
- Communication & Stakeholder Engagement Plan
- Project Timeline & Progress Reports
- Post-Implementation Review Report

## **5. DURATION**

The project is expected to be completed within 4 to 6 months from appointment, with milestones reviewed monthly.

## **6. SUBMISSION INSTRUCTIONS**

Interested bidders must submit the following:

1. Company profile.
2. Detailed proposal addressing the scope of work.
3. CVs of key personnel.
4. B-BBEE certificate.
5. Three relevant project references.
6. Itemised quotation (incl. VAT).
7. Declaration on independence from any activities that could result in a conflict of interest.
8. Declaration to maintain the confidentiality of this RFP process.

Deadline for Submission: 17 June 2025

Reference: WCMAS-2025-04

Submission Email: cvanderwalt@wcmas.co.za

Enquiries Contact Person: cvanderwalt@wcmas.co.za

## 7. EVALUATION CRITERIA

The Proposal will be evaluated in terms of the following criteria:

Criteria	Weight
Relevant Experience & Track Record	20%
Approach & Methodology	20%
Team Qualifications & Expertise	15%
References	15%
Cost & Pricing Structure	20%
Black Economic Empowerment Status	10%

### Black Economic Empowerment (BEE) status

The BEE evaluation criteria will be as outlined below and carry a weight of 10% towards the Total Score. Evaluation will be in accordance with the code of good practice on black economic empowerment, issued in terms of Section 9(1) of the Broad-Based Black Economic Empowerment Act. The applicable levels are shown in the table below.

Criteria	Indicator	Score
B-BBEE	Level One	10
	Level Two	8
	Level Three	7
	Level Four	6
	Level Five to Six	5
	Level Seven to Eight	2
	Non-compliant contributor	0

### Price

The price evaluation formula will be as follows and carries a weight of 20% towards the Total Score.

The price quoted must be inclusive of VAT.

The percentage scored for price shall be calculated as follows:

The lowest acceptable bid will obtain the maximum percentage allocated for price. The other bids with higher prices will proportionately obtain lower percentages based on the following formula:

$$Ps = (Pmin \div Pt) \times Ap$$

Where:

Ps = percentage scored for the price by bid under consideration

Pmin = lowest acceptable bid

Pt = price of bid under consideration

Ap = percentage/weight allocated for price.

## 8. TERMS AND CONDITIONS

- WCMAS reserves the right to reject any or all proposals.
- Late submissions will not be considered.
- This RFQ does not constitute a binding offer.