

# Target Market Statement

Jewellers Block

## Product Description

The product provides covers for businesses worldwide seeking to insure their Jewellery, unset precious stones, precious stones and pearls, gold and platinum goods or bullion. The types of businesses covered are Wholesale diamond dealers, Retail Jewelers and Jewelry Manufacturers.

Customer needs met by this product:

Type	What it covers
<b>Business</b>	This product provides covers for physical loss or damage for protected assets of high value, such as precious diamonds and precious stones. Each policy is bespoke as the limits and excesses requested are individual to each insured.

## Distribution channels

This product is designed to be distributed through brokers/coverholders.

## Who the product is designed for

This product is designed for corporations, traders, specialised logistics companies, mining companies, wholesale diamond dealers, retail jewellers and jewellery manufacturers globally.

## Characteristics of the target market

The product covers all risks physical loss or damage for protected assets of high value, such as precious diamonds, and precious stones. It is designed for policyholders who own a wholesale diamond dealer, retail dealers or jewellery manufacturer.

The product does not cover losses or damages occurring from dishonesty committed by customers or agents on behalf of the insured, ionising, radiation, or contamination by radioactivity from nuclear fuel or nuclear waste.

## Objectives, needs and interests of the target market

This product provides all risks physical loss or damage cover to the policyholder. The limits and coverage are purchased on a bespoke basis depending on the interest being insured, therefore the product can be specifically tailored to meet the individual objectives and interests of the individual business.

## Customers for whom the product would not provide intended value

- Individual Consumers
- Businesses outside of the following trades and professions:  
Corporations, traders, specialised logistics companies, mining companies, wholesale diamond dealers, retail jewellers and jewellery manufacturers.

## Optional additional covers

This section details the optional covers which are available with this product:

This product does not offer any optional cover.