

# Target Market Statement

Retail Insurance

## Product Description

Commercial package product for retail businesses.

Type	What it covers
<b>Business</b>	This product is a commercial insurance package and can provide cover for: property damage, money and assault, employee dishonesty, property in transit, deterioration of stock, computer breakdown, all risks, business interruption, loss of licence, employers liability, public and products liability, legal expenses.

## Distribution channels

This product is designed to be distributed through one delegated arrangement.

## Who the product is designed for

Retail businesses based in the United Kingdom, Isle of Man and the Channel Islands, including shops and takeaway restaurants.

## Characteristics of the target market

This product is a commercial insurance package and can provide cover for: property damage, money and assault, employee dishonesty, property in transit, deterioration of stock, computer breakdown, all risks, business interruption, loss of licence, employers liability, public and products liability, legal expenses.

This product does not cover nuclear risks, nuclear and radioactive contamination, damage to the property as a result of war or terrorism, pollution, computer virus and hacking, pandemics, epidemics and infectious diseases. This product also does not cover losses or damages from war, government action and terrorism, pollution, loss or damage resulting from sonic bangs caused by aircrafts or other aerial devices, or civil riots caused by civil unrest

## Objectives, needs and interests of the target market

This product provides a comprehensive range of covers, tailored to the retail industry.

Cover available includes:

- Business Contents
- Equipment Breakdown
- Money & Personal Accident
- Legal Liabilities, including Employers Liability, Public Liability and Products Liability
- Legal Expenses
- Loss of Income
- Buildings
- Household Contents
- Loss of Licence
- Management Liability
- Terrorism

The policy is available to the retail businesses in the United Kingdom, Isle of Man and the Channel Islands.

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

- Individual consumers.
- Businesses who have more specific coverage elsewhere.
- Businesses based outside of the territories listed above.
- Customers who are subject to Economic, Financial or Trade sanctions imposed by the European Union (EU), United Kingdom (UK), or any other prohibitions or restrictions under the laws or regulations of the country where this policy is issued.

### Optional additional covers

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

This product does not offer any optional cover.