

Target Market Statement

Business Insurance – Public and Employers Liability – (v2)

This information is intended for Insurance Professionals only and is not intended for distribution to Policyholders.

Product name: Public and Employers Liability

Target Market – Who is this Product designed for?

This product is designed for Contractors, Manufacturers, Wholesalers, Retailers, Entertainers, Events and many more trades and occupations for businesses based in the UK, Northern Ireland, the Channel Islands and the Isle of Man.

Target Market – Are there any specific characteristics, including customer vulnerability, which you should be aware of?

If any changes to business activity, criminal convictions or any financial issues such as potential bankruptcies, CCJ's or has had insurance refused or cancelled.

Target Market – Who this Product is not designed for

- Customers whose nature of business does not meet our underwriting criteria.
- Our Employers Liability product would not be suitable for a customer who is a sole trader with no employees.
- Those who operate businesses outside of the UK, Northern Ireland, the Channel Islands and the Isle of Man.
- Companies where there is poor or no health & safety policy in place for its employees.

What are the key value elements of the Product?

- Our Public Liability product offers Liability cover for Contractors, Manufacturers, Wholesalers, Retailers, Entertainers, Events and many more trades and occupations providing cover for claims made against the company by members of the public or other businesses.
- Our Employers Liability product offers Liability cover enabling a company to meet the cost of compensation for their employees' injuries, illness or death whether they are caused on or off site.

What Customer need is met by this Product?

This product will meet the needs of companies or individuals who require business insurance for all or any of the following:-

- Public Liability
- Products Liability
- Property Owner's Liability
- Employer's Liability
- Legal Expenses
- Theft or loss of tools or stock
- Environmental Impairment

We offer Standard cover for up to;

- £10,000,000 Public and Products Liability
- £10,000,000 Employer's Liability
- £1,000,000 Environmental Impairment Liability
- £15,000 Tools, Equipment and Stock Cover

With optional cover for;

- Driver Extensions
- Worldwide Cover
- Temporary Employees Cover
- Treatment Extension
- Essential Business Legal Solutions

Package Benefits;

- Low (£50) Minimum Premium
- Wide Policy Wordings
- Indemnity to Principals

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Can this product be sold without advice?

This Product should be sold in line with FCA Regulations and can be sold with or without advice.

How can this Product be sold?

We recommend this product can be sold via telephone or electronic communication or a mix of these methods.

How is value assessed?

We assess the value of our products based on a number of metrics. In carrying out this assessment, we take into consideration the standard remuneration in our TOBA. In addition, we will consider the add-ons that form part of our product.