

TARGET MARKET STATEMENT

Shop Package

Introductory statement

FCA Product Intervention and Product Governance Sourcebook rules (“PROD”) require product manufacturers such as Intact Insurance to share information with distributors about the intended target market for their products.

This Target Market Statement explains the types of customers our product is designed for, types of customers for whom it would not be suited and how we expect it to be distributed. It is not intended for customers or operational sales staff.

In many instances, customers may have need for more than one product and they may then be offered a combination that would be compatible with those needs, subject to the eligibility criteria for each product. They should not be offered combinations of products that do not provide fair value.

Risks of customer harm can be avoided by ensuring the customer’s needs, objectives, interests and characteristics are met by the product and coverage selected, taking into account and adjusting for any aspects that may make them vulnerable customers (e.g. poor health, resilience or capability).

Target market – target customer statements

Target market needs statement

This policy meets the needs of businesses with more straightforward requirements that do not need the more bespoke Commercial Combined product and have retained the services of a professional insurance intermediary to advise them.

These customers will require protection for some or all of the risks outlined in “available covers” below, which cater for a variety of damage (e.g. to buildings, plant, machinery, stock, etc.) and liability-type events (employees, public and products) but can be tailored accordingly.

Target market objectives statement

Our target market seeks to be covered to ensure it is able to continue to operate despite otherwise serious eventualities, such as a fire, flood, theft or legal action. This risk transfer enables more effective use of business capital and management resources and helps fulfil the business’s obligations to employees, customers and wider society.

Target market interests statement

Our target market is looking for a product that allows some flexibility in cover, that can be tailored to the specific needs of their business, but has simplicity of packaged, e-traded solutions built in to cater for most needs.

Target market characterisation statement

The risks underwritten by Intact Insurance UK Limited under this product are UK-based and particularly smaller enterprises across a broad range of sectors who retain the services of a professional insurance intermediary.

Distribution

This product is only available through professional intermediaries. It can be sold with or without advice. We suggest it can be sold either face to face or via the telephone.

Target market – target compatible customer groups

Who this product is for	Who this product is not for
UK-based businesses	Businesses based outside the UK
Businesses that are smaller in scale and lower complexity	Larger businesses where e-traded packages are less suited
Businesses that require a bundle of covers (see below) to meet typical business needs	Businesses requiring only individual unbundled covers
Businesses interested in transferring financial risk by insuring with an A rated insurer (A2 Moody's), with options to meet legal obligations (e.g. with Employer's Liability cover) and additional other benefits (e.g. legal advice)	
Businesses with up to 10 premises	Businesses which are unoccupied or not trading, or have more than 10 premises
Businesses typically with a single site exposure of up to £5m total insured value for material damage to buildings and up to £1m for contents; up to £2m gross profit for business interruption; up to £10m for public liability and up to £15,000 for goods in transit	Businesses requiring higher limits
Businesses that operate from retail parks or traditional high street retail shops, standard construction, non-combustible single tenure premises	Unsuited or outdated premises, multi-tenure risks with no perfect party separation (e.g. market halls or warehouses), or which have an external ATM
Businesses with modern equipment that is well maintained	
Established businesses with a proven 3–5 year claims experience	
Businesses with strong risk management cultures	
A broad range of trades are acceptable without referral. Preferred trades include: Butchers Cheese retailers Chemists Clothing retailers Coffee shops Delicatessens Fishmongers Florists Greengrocers Grocers Hairdressers Newsagents Post offices Print shops	Smaller businesses suited to our other eTrade products, e.g. Professionals Larger risks that have more bespoke requirements

Available covers

This is a modular product that allows intermediaries to create a commercial insurance solution tailored to the customer. The following covers are available:

Cover	1. The Structure	Mandatory?	No
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full “accidental damage” cover for damage to insured buildings			
Cover	2. Trade Contents	Mandatory?	Yes
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full “accidental damage” cover for damage to a range of physical assets stock, fixtures and fittings)			
Cover	3. Public and Products Liability	Mandatory?	Yes
Business’s liability for injury or property damage to third parties, including where caused by products supplied. Extensions are available for Hair and Beauty Treatment and for Working Away			
Cover	4. Employers’ Liability	Mandatory?	Yes
Business’s liability for injury to employees. Extension available for Injury to Working Partners			
Cover	5. Business Interruption	Mandatory?	Yes
Loss of gross income following insured material damage to property			
Cover	6. 1. Glass	Mandatory?	Yes
Breakage of fixed glass and sanitaryware			
Cover	6. 2. All Risks on Fixed Signs	Mandatory?	Yes
All risks cover on signs and nameplates			
Cover	6. 3. Goods In Transit	Mandatory?	Yes
Trade contents in transit in the UK			
Cover	7. Loss of Money	Mandatory?	Yes
Business money being lost, destroyed or damaged during theft or attempted theft			
Cover	8. Personal Accident (Assault)	Mandatory?	Yes
Injury caused to business staff during theft or attempted theft			
Cover	9. Specified All Risks	Mandatory?	No
Extended material damage by any cause not otherwise excluded with options for wider geographical areas			
Cover	10. Loss of Licence	Mandatory?	No
Loss of an alcohol licence leading to loss of income, additional expenses and reduced value of the premises			

Available covers [continued]

Cover	11. Personal Accident	Mandatory?	No
Cover for named people suffering bodily injury resulting in temporary or permanent disablement or death			
Cover	12. Legal Expenses	Mandatory?	No
Access to legal advice to help pursue or defend a variety of legal proceedings, including employment, contract and tenancy disputes, debt recovery and tax protection			
Cover	13. Terrorism	Mandatory?	No
Damage to property insured in Great Britain and consequential business interruption			
Cover	Extension 1: Equipment Breakdown	Mandatory?	Yes
Damage to computer equipment and similar electronic equipment, and loss of business income following insured material damage			