

Target Market Statement:

Commercial Combined

Introductory statement

FCA Product Intervention and Product Governance Sourcebook rules (“PROD”) require product manufacturers such as NIG 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 complex requirements that fall outside the scope of NIG electronically traded Package products 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 flexibility in cover, that can be tailored to the specific needs of their business, a product that grows with their business (e.g. as they employ new people or move premises).

Target market characterisation statement

The majority of risks underwritten by U K Insurance Ltd under this product are UK-based small to medium sized 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 via our regional trading teams. It can be sold with or without advice. We suggest it can be sold either face to face or via the telephone.

UK BUSINESS, COVERED



Assessment of fair value

Next fair value assessment due	March 2023
Last fair value assessment	Fair value is provided for target market customers

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 fall outside our e-traded package products	Smaller businesses where e-traded packages, especially Business Package, are more suited
Businesses that require a range 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 (A1 Moody's), with options to meet legal obligations (e.g. with Employer's Liability cover or Engineering Inspection) and additional other benefits (e.g. risk management advice or legal advice)	
Businesses that operate from modern, purpose built, non-combustible single tenure premises	Unsuited or outdated premises, or multi-tenure risks with no perfect party separation
Businesses with modern machinery that is well maintained	
Established businesses with a proven 3-5 year claims experience	
Businesses with strong risk management cultures	
<p>A broad range of trades are acceptable:</p> <p>Commercial Combined COB 801 – for trades that do not fit other products in the suite, e.g. offices or some contractors</p> <p>Manufacturers Combined COB 802 – for trades that manufacture goods, e.g. metalworkers, plastics, woodworkers, food</p> <p>Wholesalers Combined COB 803 – for trades that only wholesale, e.g. electrical goods, food</p> <p>Retailers Combined COB 804 – for trades that retail goods, e.g. department stores, large shop chains</p> <p>Hotel & Leisure Combined COB 805 – for trades in the hospitality sector, e.g. hotels, pubs, restaurants, cinemas</p>	<p>Contractors with specialist requirements for liability or contract works (e.g. builders, electrical contractors, window fitters) – see separate Target Market Statement</p> <p>Smaller businesses suited to our eTrade products</p>

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. Material Damage	Mandatory?	No
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full "accidental damage" cover for damage to a range of physical assets including buildings, tenants' improvements, plant, machinery and stock)			
Cover	2. Business Interruption	Mandatory?	No
Loss of business income following insured material damage to property			
Cover	3. Goods In Transit	Mandatory?	No
Property in transit in the UK			
Cover	4. Terrorism	Mandatory?	No
Damage to property insured in Great Britain and consequential business interruption			
Cover	5. Loss of Business Money & Personal Accident (Assault)	Mandatory?	No
Business money being lost, destroyed or damaged and injury caused to business staff during theft or attempted theft			
Cover	6. Employers' Liability	Mandatory?	No
Business's liability for injury to employees			
Cover	7. Public Liability	Mandatory?	No
Business's liability for injury or property damage to third parties			
Cover	8. Products Liability	Mandatory?	No
Business's liability for injury or property damage to third parties caused by products it supplied			
Cover	9. Glass Breakage	Mandatory?	No
Breakage of fixed glass and sanitaryware			
Cover	10. Specified All Risks	Mandatory?	No
Extended material damage by any cause not otherwise excluded with options for wider geographical areas			
Cover	11. Deterioration of Stock	Mandatory?	No
Damage to stock kept in temperature controlled conditions			
Cover	12. A) Engineering Damage to Machinery & Plant B) Engineering Inspection	Mandatory?	No
Explosion, collapse, breakdown or fragmentation of machinery and statutory or non-statutory inspection			
Cover	13. Engineering Business Interruption	Mandatory?	No
Loss of business income following insured material damage to machinery and plant			

Available covers [continued]

Cover	14. Computer And Cyber	Mandatory?	No
Financial impact of cyber risks (e.g. change of data, ransomware, hacking), unintentional transmission of a virus or third party reputational damage, resolution of data breach and related loss of business income			
Cover	15. Loss of Licence	Mandatory?	No
Loss of an alcohol licence leading to loss of income, additional expenses and reduced value of the premises			
Cover	16. Fidelity Guarantee	Mandatory?	No
Theft of money or property by an employee			
Cover	17. Legal Expenses	Mandatory?	Yes
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	18. Personal Accident	Mandatory?	No
Cover for named people suffering bodily injury resulting in temporary or permanent disablement or death			
Cover	19. Contractors All Risks	Mandatory?	No
Temporary buildings, plant, hired in property and tools			