

# Target Market Statement:

## Professionals Package

### 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 small and micro businesses with very straightforward requirements that are operating from their UK home (with no business premises) 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 tools, equipment and stock etc.) and liability-type events (employees and public) 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 U K Insurance Ltd under this product are UK-based and particularly micro enterprises in the professional trades 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.

UK BUSINESS, COVERED



## Assessment of fair value

Next fair value assessment due	June 2022
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 are small in scale and low 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 (A1 Moody's), with options to meet legal obligations (e.g. with Employer's Liability cover) and additional other benefits (e.g. legal advice)	
Businesses that are mobile and have no fixed premises, with up to 15 employees	Businesses which are not trading or have trading premises Businesses with more than 15 employees Businesses that work in hazardous locations
Businesses with business equipment up to £10,000 per worker Businesses with stock up to £25,000 Businesses with own plant or hired plant up to £75,000 Businesses where up to £10m public liability cover (public liability standard limit is £1m) required	Businesses with needs exceeded by these limits
Established businesses with a proven good claims experience	
For over 200 professional and light manual mobile trades such as accountants, marketing consultants, hairdressers, graphic designers, financial advisers, secretarial service providers, manicurists and pedicurists, garden designers, conveyancers, dressmakers, flower arrangers and ironing services Professional indemnity cover is available for 80 trades	

## 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:

<b>Cover</b>	<b>1. Public Liability</b>	<b>Mandatory?</b>	<b>Yes</b>
Business's liability for injury or property damage to third parties, including where caused by products supplied. Extension available for Hair & Beauty Treatment			
<b>Cover</b>	<b>2. Employers' Liability</b>	<b>Mandatory?</b>	<b>No</b>
Business's liability for injury to employees. Extension available for Injury to Working Partners			
<b>Cover</b>	<b>3. Business Money</b>	<b>Mandatory?</b>	<b>Yes</b>
Business money being lost, destroyed or damaged during theft or attempted theft			
<b>Cover</b>	<b>4. Tools and Business Equipment</b>	<b>Mandatory?</b>	<b>No</b>
Specified perils (e.g. fire, theft, storm, flood, escape of water) and full "accidental damage" cover for damage to tools and business equipment			
<b>Cover</b>	<b>5. Business Stock</b>	<b>Mandatory?</b>	<b>No</b>
Specified perils (e.g. fire, theft, storm, flood, escape of water) and full "accidental damage" cover for damage to business stock			
<b>Cover</b>	<b>6. Personal Accident</b>	<b>Mandatory?</b>	<b>No</b>
Cover for named people suffering bodily injury resulting in temporary or permanent disablement or death			
<b>Cover</b>	<b>7. Professional Indemnity</b>	<b>Mandatory?</b>	<b>No</b>
Cover for civil liability arising from a breach of professional duty or professional obligations			