

# Target Market Statement:

## Business From Home 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 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 their business or home contents and buildings) 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 or manual (but not contracting) 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.

## Assessment of fair value

Next fair value assessment due	August 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 with only 1 premises and up to 6 employees	Businesses which are unoccupied, not trading or across multiple sites
Businesses with business contents of up to £100,000 and up to £5m public liability cover required	Businesses with more than £100,000 of business contents or that need higher public liability limits
Businesses that operate from modern, primarily domestic, non-combustible single tenure premises	Unsuited premises, premises that are not the principal's private dwelling house
Established businesses with a proven good claims experience	
For professionals and manual trades	Construction industry and allied trades

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## 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. Business Contents</b>	<b>Mandatory?</b>	<b>Yes</b>
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full "accidental damage" cover for damage to business contents			
<b>Cover</b>	<b>2. Public and Products 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. Extensions available for Hair & Beauty Treatment and for Working Away.			
<b>Cover</b>	<b>3. Loss of 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. Personal Accident (Assault)</b>	<b>Mandatory?</b>	<b>Yes</b>
Injury caused to business staff during theft or attempted theft			
<b>Cover</b>	<b>5. Business Interruption</b>	<b>Mandatory?</b>	<b>Yes</b>
Loss of gross income following insured material damage to property			
<b>Cover</b>	<b>6. Goods In Transit</b>	<b>Mandatory?</b>	<b>Yes</b>
Property in transit in the British Isles			
<b>Cover</b>	<b>7. 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>8. Specified All Risks</b>	<b>Mandatory?</b>	<b>No</b>
Extended material damage by any cause not otherwise excluded with options for wider geographical areas			
<b>Cover</b>	<b>9. The Structure</b>	<b>Mandatory?</b>	<b>No</b>
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full "accidental damage" cover for damage to the domestic buildings			
<b>Cover</b>	<b>10. Refrigerated Stock</b>	<b>Mandatory?</b>	<b>Yes</b>
Damage to food kept in temperature controlled conditions			
<b>Cover</b>	<b>11. Business Legal Expenses</b>	<b>Mandatory?</b>	<b>No</b>
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			
<b>Cover</b>	<b>12. 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>13. Household Contents</b>	<b>Mandatory?</b>	<b>No</b>
Full "accidental damage" cover for damage to the domestic contents in the home or worldwide			