TARGET MARKET STATEMENT



COMMERCIAL COMBINED

What is this product?

This is a Commercial General Insurance product suitable for business customers.

What customer need is met by this product?

Commercial Combined is a modular commercial insurance product covering the majority of business sectors within the UK. The only compulsory section is Legal Expenses, with every other section being optional, which allows the broker/customer to create a commercial insurance cover specifically for their needs. The following sections are available:

Property Damage All Risks

Financial protection for the assets (including buildings, machinery & plant, stock, contents or computers) following damage through insured events such as fire, theft, flood, escape of water, subsidence and storm.

Business Interruption All Risks

Covers loss of business income following insured damage to property.

Business Equipment All Risks

Financial protection for the assets of the business (including computers, mobile phones & tools) following damage whilst away from the insureds premises.

Money & Personal Accident Assault

Financial protection for loss of business money (including cash, crossed cheques and travellers cheques) including during business hours, in a safe or whilst in transit. Also covers assault to employees whilst money is in transit.

Goods in Transit

Covers business stock whilst in transit either in own vehicles or those operated by third parties.

Liability

Covers the business for its legal liability to its employees for bodily injury and in respect of legal liability to third parties for property damage or personal injury.

Contract Works

Provides financial cover for materials, contract works during the construction period, maintenance and defective design, free issue materials where these are included in the declared values and private dwelling houses & commercial buildings during the construction period, once completed and also pending sale. Cover can be extended to include damage to owned and hired in contractors' plant and for loss of or damage to the customer's employees' tools and personal effects.

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Loss of Licence

Financial cover for loss of the licence issued to the Insured under the provisions of the Licensing Act 2003 (and any subsequent legislation governing such licence which is enacted prior to commencement of the Period of Insurance, or any other similar legislation in Scotland or Northern Ireland) for the purpose of carrying on the business at the premises.

Legal Expenses

Access to legal advice to help pursue or defend a variety of legal proceedings, including property protection and tax disputes.

Who is this product designed for?

This product is designed for customers who operate a business from commercial premises in the United Kingdom.

Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers?

Customers who are not involved in running a commercial business.

Customers domiciled outside of the United Kingdom.

This product is also not suitable for consumers as defined by the FCA. A consumer is classed as any person who is acting for purposes which are outside their trade or profession.

Can this product be sold without advice?

This product can be sold with or without advice depending on your preference and in line with FCA regulations.

How can this product be sold?

We would suggest that this product can be sold face to face or via telephone.