

Shop Insurance

Target Market Statement (Version 10/2021)

Product Name	Shop
Product Type	Commercial Lines general insurance product suitable for individual consumers, sole traders and companies
Who is the product designed for?	This is a commercial insurance product suitable for individuals and organisations wishing to insure the risks of running their shops within the United Kingdom.
Who is the product not appropriate for?	<ul style="list-style-type: none"> ● Shops outside of United Kingdom, Channel Islands and Isle of Man. ● Any individual or any company where the proprietor, partner or director of the business, whether in a personal capacity, or as the proprietor, partner or director of any other business, has ever been served with a CCJ or equivalent, been declared bankrupt, has criminal convictions, has been involved in a business which went into liquidation, administration or voluntary wind up, has had insurance declined, cancelled or special terms applied, has had a fine or prohibition notice from HSE or under the Fire Safety Order 2005 or has been disqualified from holding a directorship. ● Long term unoccupied shops
What are the mandatory product features that will meet the needs, characteristics and goals of the target market?	<p>This product provides the following cover, up to agreed specified limits:</p> <ul style="list-style-type: none"> ● Contents ● Glass ● Loss of Income ● Money and Assault ● Liability to Others
Does the product include optional covers?	<p>The following additional optional cover can be arranged:</p> <ul style="list-style-type: none"> ● Buildings ● Goods in Transit ● All Risks ● Frozen Food

	<ul style="list-style-type: none"> ● Failure of Extractor Unit ● Personal Accident / Sickness ● Loss of Licence
Additional Benefit	CyberScout Hotline
How should this product be distributed?	<ul style="list-style-type: none"> ● This product can be sold face to face, via the telephone or by postal application. ● This product can be sold with the active assistance and guidance of an insurance intermediary to select the appropriate level of cover.
What should distributors do to ensure the product provides fair value to the end customer?	<p>To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy.</p> <p>Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.</p>
Additional Product Literature	This document is to be read in conjunction with the appropriate policy wording which is available on CTIUK's Website