

Target Market Statement

Product Name: Q Underwriting Commercial Combined

Product Type	
Summary of the Product	The Q Commercial Combined product provides a complete insurance solution aimed at Small to Medium sized Enterprises. The policy combines property, liability, legal expenses (*see below) and optional terrorism covers into one comprehensive wording.
Target Market	
Who is the product designed for?	Q Commercial Combined Product Insurance is a commercial product suitable for commercial organisations wishing to insure the risks associated with the running of a Small to Medium sized Enterprise.
Are there any characteristics, including those of customer vulnerability which you should be aware of?	Organisations under Financial Strain
Non-Target Market	
Who is the product not designed for?	This product is not designed for clients who do not meet the specific target market as detailed above. Please refer to the policy documentation for full details of cover and exclusions.
Cover Type	
What are mandatory product features that will meet the needs, characteristics and goals of the target market?	The product provides the following covers: <ul style="list-style-type: none"> • Property Damage • Business Interruption • Computer All Risks • Terrorism • Employers' Liability • Public & Products Liability • Loss of Licence • Legal Expenses * (underwritten by Market Legal Expenses Insurance)

Does the product include optional covers?	<p>This product includes the following optional extensions of cover:</p> <ul style="list-style-type: none"> • Outstanding Debit Balances • Goods in Transit • Money & Personal Accident (Assault) • Deterioration of Stock
Distribution Strategy	
How should the product be distributed?	<p>The distribution strategy is considered appropriate for the target market with customers having the option to purchase these products through a distributor of their choice. This product may be sold by suitably skilled agents/sub-delegates:</p> <ul style="list-style-type: none"> • face-to-face • via telephone
Assessment of Value	
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 created by an add-on. Add-ons and optional extras should highlight the key features and benefits along with any significant or unusual exclusions so customer can make an informed choice. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.</p>
Additional Product Literature	
What other relevant documents are there for this product?	<p>This document is to be read in conjunction with the full policy wording.</p>