Contractors' All Risks & Liability Com

Target Market Statement

Product Name	Contractors' All Risks & Liability Combined Insurance (Ascot)
Target Market – who is this product designed for?	Commercial Clients that require a policy of insurance that covers claims arising from contract works and legal liabilities of their business. The product is not suitable for non-commercial clients or commercial clients who do not require the aforementioned cover.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	This product is only available via independent intermediaries whom clients should seek advice from.
What are the key value elements of the product that are important for the target market?	A product specifically designed for the target market with policy covers tailored to clients needs. A team of specialist underwriters to provide guidance and support. Wordings that aim to be clear to the target market.
What client need is met by this product?	The need to protect their business from unforeseen legal liabilities. The Core Covers available include; - Employers Liability - Protection against damages and legal costs arising as a result of claims from employees suffering death, injury, illness or disease from their employment. - Public & Products Liability. Cover in respect of legal liability in connection with the client's business to pay compensation including legal costs for accidental death

Continued **What client need is met by this product?**	- Contractors' All Risks covering damage to contract works, own plant, hired in plant and employee's tools in connection with the business.
Can this product be sold without advice?	This product should be sold in line with FCA regulations and should be sold with advice.
How can this product be sold?	Only via an independent intermediary. To ensure the client 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
How is value assessed?	The value of this product is subject to review by taking into account factors such as: - Commission - Complaints - Cancellations - Claims information

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