

Business Interruption

One in four businesses impacted by a disaster never reopens its doors – this is why Business Interruption insurance is so important.

While some interruptions are minor and the business is back up and running fairly quickly, in other cases - where a complete rebuild of a factory or warehouse is required, for example - this could take up to four years.

If your business interruption insurance policy only covers a 12-month period, you'll be left significantly out of pocket. Increased costs incurred might include relocation to new premises, overtime working or additional marketing and advertising.

While your premises may be repaired and your stock replaced, you may well continue to suffer a reduction in income for some time as you work to regain market share lost to your competitors. You may also potentially lose your best assets – your employees – if they are made redundant or choose to leave to go to a competitor.

It's easy to see why many businesses never recover.

That's where business interruption insurance can help. It can provide:

- online Disaster Recovery Planning support
- a Critical Incident Service which provides immediate assistance following a major incident, such as alternative offices, IT Hardware, telephone redirection and client/supplier communication etc.
- a thorough analysis of your business to ensure you have adequate insurance in place.

If your insurance broker hasn't highlighted the potential impact of an interruption on your business' profitability, please contact **James Groves** on **0207 330 8707**.