

# Target Market

This top-10 list describes accounts we consider to be our most desirable classes of business in addition to Schools, Farm & Inland Marine. This list is certainly not all inclusive. Individual account characteristics and underwriting requirements will ultimately determine program eligibility. Providing the products and services you want and need – that's **where I makes the difference.**

## 1. Food Industry

Restaurants, bakeries, coffee shops, delicatessens, sub shops, pizza parlors, food processors, food and beverage distributors, food and beverage wholesalers, grocery stores, butcher shops, ice cream, and candy & confection.

## 2. Professional Services

Medical offices, accounting firms, financial services, engineering, architecture, tax preparation, real estate, printing, law offices, veterinarians, optical goods, & dental labs.

## 3. Personal Services

Salons, beauty & barber shops, dry cleaning, tailoring, shoe repair, photography, florists, framing shops, lawn care, locksmiths, interior design, inspection & appraisal services, mail box & packaging stores.

## 4. Wholesalers & Distributors

Appliances, auto parts & supplies, food and food products, beverages, equipment, hardware, home furnishings, electrical, plumbing, heating & air conditioning equipment and supplies.

## 5. Auto Service

Auto parts & supplies, car washes, general repair, muffler & tire shops, battery stores, transmission shops, upholstery, and sound system & alarm installation.

## 6. Light Manufacturing

Machine shops, metal goods, tool & die, food products, office machines, plumbing, refrigeration & electrical supplies, pumps & compressors, sheet metal, and telecommunications equipment.

## 7. Retail

Appliance, apparel & clothing, books & magazines, camera & photographic supplies, carpet & floor covering, cards & stationery, computers, jewelry, pet stores and lawn & garden supplies.

## 8. Entertainment

Art galleries, golf courses, golf & country clubs, museums, libraries, hobby stores, musical instruments, and music stores.

## 9. Devotional Services

Churches, coffins & casket manufacturing, religious article stores, funeral homes, cemeteries, chapels, mausoleums, and monument, tombstone & statuary retailers.

## 10. Building Owners

Hotels & motels, office buildings, shopping centers, office condominiums, strip malls, and retail, wholesale & manufacturing facilities.

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