



BESPOKE MEMOIRS

WEDDING PLANNING SERVICES

BUSINESS PLAN

Prepared on 1st May 2021

Business UEN: 202107011A

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EXECUTIVE SUMMARY

THE BUSINESS

Bespoke Memoirs is a **wedding planning service** company founded by Agnes Wong Xin Yi to help wedding couples attain their dream wedding fuss-free.

BUSINESS NAME: Bespoke Memoirs

DATE ESTABLISHED: 1st May 2021

UEN: 202107011A

BUSINESS LOCATION: Spaces @ 1 Raffles Place #02-01 One Raffles Place Singapore 048616

BUSINESS OWNER: Agnes Wong Xin Yi

RELEVANT EXPERIENCE: Agnes has been in the wedding planning business for 2.5 years, handling more than 20 wedding projects throughout this period.

SERVICES: Bespoke Memoirs offer three main types of wedding planning service packages: **Simplicity, Exquisite and Grandeur**. Each package is curated based on the extent of services rendered required by couples.

THE MARKET

TARGET MARKET: Wedding couples aged between 21-39 years old who want a fuss-free modern, trendy wedding.

MARKETING STRATEGY: Strong advertising through social media platforms, soft launch promotions, and sign-ups on wedding platforms to infiltrate the market.

THE FUTURE

VISION STATEMENT: Bespoke Memoirs aims to curate bespoke weddings and extraordinary moments for one of the many important events of our client's lifetime. By embracing uniqueness, exploring innovative trends, and capturing the essence of "What is best for the couple?", we hope to create the dream wedding that our clients are searching for. Bespoke Memoirs also believes in building and deepening relationships between us and our client, building them on the foundation of **transparency and conscientious practices**, with these elements all put together, magical moments are bound to happen.

GOALS & OBJECTIVES: Bespoke Memoirs aims to secure three to four projects monthly through proper marketing and advertising strategies such as using existing reputable platforms to entice clients, promotional strategies, and whatnot. To ensure that sales target is met, a **quarterly review** of the business will be done to review the position of the business, and with **adequate market research**, Bespoke Memoirs will make the necessary changes to stay competitive and attractive to consumers.

THE FINANCES

Bespoke Memoirs' financial goal is to hit \$11,800 for off-peak months and \$18,400. That will mean that the **estimated annual sales target of \$161,400**.

THE BUSINESS

BUSINESS DETAILS

Bespokes Memoirs is a wedding planning service company that provides the required support for couples who are in search of a hassle-free wedding.

BUSINESS REGISTRATION DETAILS

BUSINESS NAME: Bespoke Memoirs

DATE ESTABLISHED: 1st May 2021

UEN: 202107011A

BUSINESS LOCATION: Spaces @ 1 Raffles Place #02-01 One Raffles Place Singapore 048616

BUSINESS LOCATION

Bespoke Memoirs will be situated right the **heart of Singapore's Central District Business** location, One Raffles Places mall. Convenience, assessability, professionalism, and comfort are what the business is in search of to hold meetings with our customers, hence, the decision to rent a suitable office space that provides the business with the required amenities and flexibility was important. Spaces at One Raffles Place was the company engaged for Bespoke Memoirs to operate in, the **rented office** space includes amenities such as photocopier/ printer, Wi-Fi, meeting rooms, twenty-four-hour access, and more. Spaces provide the flexibility to rent additional space as and whenever needed, be it to hosts larger meetings, workshops, seminars, and events. The private rented office space will mainly to meet new and existing clients for discussion. That being said, the estimated cost expected for renting this place will be \$490.

MONTHLY
OFFICE
RENTAL
\$490

STRUCTURE

Bespoke Memoirs is a small business, owned and operated **solely** by Agnes Wong Xin Yi.

PRODUCTS & SERVICES

Bespoke Memoirs offers **professional wedding planning** services a wonderful, seamless, and fuss-free wedding experience. Bespoke Memoirs prides in creating personalized experiences to showcase every couple's style and identity whilst providing them with the support that they need. Bespoke Memoirs specializes in organizing **modern, trendy weddings** while keeping traditions in mind.

Bespoke Memoirs will cover pre-wedding planning and actual wedding day services.

The list of services rendered to customers by Bespoke Memoirs includes:

- General consultation
- Budgeting
- Program planning
- Vendor management
- Facilitation of wedding rehearsal
- Actual wedding day coordination
- Meetings
- Registration management
- Post-wedding settlement
- Etiquette consultation
- Event styling
- Creation and execution of design scheme
- Audio Video team management

Couples will have three main service packages to select from Bespoke Memoirs. Couples approach Bespoke Memoirs earliest at 12 months before their wedding.

The **Simplicity package** will cover the essentials aspect of wedding planning, this package will be most suitable for couples who want to be very involved in the wedding planning stage and will mainly require assistance for execution and program assistance.

The **Exquisite package** will cover more aspects of the wedding planning such as event styling, this package will be more suitable for couples who want assistance with not just execution and program management but also would like us to assist in the aesthetics and coordination of their wedding.

The **Grandeur package** will be an all-inclusive package, this package will cover everything from aesthetics to theme creation to execution and coordination. This package will suit couples who requires assistance for wedding planning from the start-end process.

PRICING STRATEGY

Service Package	Description	Price
Simplicity	General consultation & Budgeting Program planning Vendor management Facilitation of wedding rehearsal Actual wedding day coordination 5-10 meetings held with couple Unlimited telecommunications Registration management Post wedding settlement Marriage License Up to 300 Guests Weddings between 8am-12am Recommended time of service 3-5 months	From \$3500
Exquisite	General consultation & Budgeting Program planning Vendor management Facilitation of wedding rehearsal Actual wedding day coordination 8-15 meetings held with couple Unlimited telecommuting Registration management Post wedding settlement Event styling Marriage License Up to 300 Guests Weddings between 8am – 12am Recommended time of service 6-9 months	From \$4800
Grandeur	General consultation & Budgeting Program planning Vendor management Facilitation of wedding rehearsal Actual wedding day coordination Unlimited meetings & telecommuting Registration management Post wedding settlement Etiquette consultation Event styling Creation and execution of design scheme Marriage License Up to 300 Guests Wedding between 8am-12am Recommended time of service 8-10 months	From \$6600

Any additional meetings/consultations needed will be chargeable at \$60 per hour. Initial consultations and quotes will be free to the couples.

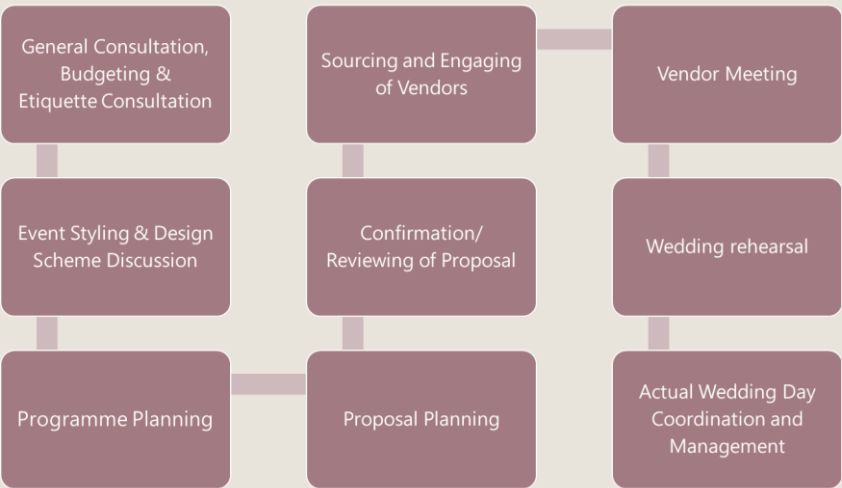
PAYMENTS

Bespoke Memoirs will be making use of two bank accounts to operate the business. The first account will be used to receive payments from customers and the latter will be used for payments and tax purposes.



OPERATIONS PROCESS

1. Bespoke Memoirs start by giving first-time free consultation and quotation.
2. General consultation and budgeting will come after confirmation.
3. Exquisite/Grandeur package clients will discuss event styling/design schemes in a separate meeting.
4. Another session for etiquette consultation will be held for the Grandeur package.
5. A proposal will be made for the couple and present to them. Bespoke Memoirs will start sourcing and engaging vendors if the proposal is satisfactory. Reviewing and discussion will be made if clients would like to make amendments.
6. The vendor meeting will be held to help the vendor understand the couple's expectations and their roles and duties for the wedding.
7. Bespoke Memoirs will proceed to assist in the wedding rehearsal for the couple, including briefing of actual day plan.
8. Finally, actual wedding day coordination and management will be executed.



COMMUNICATION CHANNELS

Bespoke Memoirs main forms of communication, outside of sales channels, will be through:

- ❖ Face to Face
- ❖ Text message/Whatsapp Message
- ❖ Email
- ❖ Zoom Meetings

INSURANCE

Insurance Plan		Cost per Annum	
	AIG Business Insurance	\$	253.00
	MSIG Freelancer CashPlus	\$	162.08
	Total	\$	415.08

In consideration of protecting the business from internal and external threats or incidents, Bespoke Memoirs have decided to purchase **AIG My Business Insurance** – Plan A for protection of business and also the **MSIG FreelancerPlus** – Elite Insurance Plan to cover owner from loss of income due to personal injury.

REGULATIONS

Bespoke Memoirs will comply and abide strongly by **business legislation acts and regulations** outlined by the Singapore government.

- ❖ Filing Annual Return
- ❖ Personal Data Protection Act & General Data Protection Regulation
- ❖ Contract Law
- ❖ Competition Act

LEGAL CONSIDERATIONS

- ❖ Business Name
- ❖ Agreement Contract between business and client
- ❖ Contractor/Vendor Agreement Contracts
- ❖ Client Confidentiality
- ❖ Marketing Consent

MARKETING PLAN

TARGET MARKET

As a mid-end service provider, Bespoke Memoirs focuses primarily on **local weddings**, mainly targeting young couples between the ages of **21 to 39 years old** who want a hassle-free modern and trendy wedding.

MARKET RESEARCH & ANALYSIS

Registry of Marriages Singapore (ROM) statistics also showed that around 20,200 – 23,000 marriages were occurring yearly through 2009 to 2018 with 64% (last report in 2018) of them outside of ROM. This potentially means that there is a market size of 12,928-14,720 weddings on average in Singapore yearly. The first recorded evidence of marriage ceremonies uniting one woman and one man dates from about 2350 B.C., in Mesopotamia, and in its current state, Singapore alone has seen twenty thousand marriages officiated on average yearly. The tradition and significance behind this sacred ceremony have been deeply ingrained into our society. In Singapore, couples must get married to own a HDB property if they are both under 36 years old. Seeing how our society place importance on marriages suggests that weddings will always occur and that means there will always be demand for vendors to supply and provide wedding services/products will always be there.

According to the report published by The Department of Statistics Singapore, there is an estimated average of 76,400 married couples between ages 20-29 years old and 407,750 married couples between ages 30-39 years old from year 2015 to 2020. The high statistic results suggest marriages for couples in this age group are high and hence they could potentially be the biggest consumers in wedding businesses.

RISK ASSESEMENT

Risk	Likelihood	Impact	Strategy
Cancellation or Postponement of Wedding due to Covid-19 restrictions	Likely	High	Offer extension of service package for up to 2 years. Customers can decide to move back their wedding date to a later date. Bespoke Memoirs also offer customers the option to downgrade their package deal to cater for a smaller wedding if the number of attendees is reduced due to Covid-19 restrictions.
Competitive Market	Likely	High	Frequent review and update of marketing strategy. Research of market trend through social media and other platforms, e.g. magazines, wedding shows. Quarterly market research to ensure business stays competitive.
Sickness or Inability to work	Possible	Very High	Insurance will help cover the loss of business and income in the case where owner is incapable to continue her job due to illness or injury.
Unable to engage vendor or to book venue due to high market demand	Likely	Very High	Source multiple reliable vendors build relationship with them and possibly set up a collaboration with these vendors. By doing so, Bespoke Memoirs can create a recommended vendor list that clients can always select from and that there are always alternate options for them. Join wedding platforms like Blissful Brides or Hitched where there is an already a compiled list of vendors for clients to select from.
Inconsistent in flow of business	Likely	High	Review promotional & marketing strategy for less popular months, offer more attractive packages. Promotions can be in a form of discounted price, free add-on services or giving out gifts upon sign up. Holding FAQ sessions through webinars or Instagram live can entice clients to find out more about Bespoke Memoirs. These sessions also promote intimacy with each client and could possibly bring in more sales.
Loss of Data from company's computer	Possible	Very High	Ensure that all client's wedding planning data are backed up into an external hard drive/thumb drive and stored in a secure place.
Customer Dissatisfaction due to omission of specific key aspects of a wedding	Possible	Medium	Create a standard template and checklist of all things required to run a usual wedding. Run through this standard template with every client and ensure all aspects of the wedding are covered and adjust the templates accordingly to need clients' needs.

S.W.O.T. ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Low set-up and operational costs • Specialise in handing weddings • Customisable packages and personalized services • Flexibility • Highly assessable location 	<ul style="list-style-type: none"> • Limitation in manpower as business operated solely by owner • Accounting • Limited portfolios for planned weddings • Focuses primarily on local market • Limited marketing budget
Opportunities	Threats
<ul style="list-style-type: none"> • Social Media • Collaborations with wedding boutiques • More local weddings due to travel restrictions • Participation in Wedding Showcase and Events • Wedding Planning Applications (e.g. Hitched, Blissful Brides, The Knot) 	<ul style="list-style-type: none"> • Unpredictable change in restrictions and regulations on events due to Covid-19 rules • Competitive market • More established wedding planners in the market • Decline in marriages recent times due to Covid-19 • Difficulty in communication for clients who are not tech-savvy

COMPETITORS

Competitor	Established Date	Advantages	Disadvantages
Rosette Designs & Co	2013	Highly Skilled Reputable Extensive Portfolio	Fixed communication hours Solely reliant on local weddings
Host by 1 Group	Unknown	Reputable Company Highly Skilled Known for their stunning venues	Fixed venues Less opportunity for customization
Bliss Pact	Unknown	Reputable Highly Skilled	Does more than one type of event hence attention might be spread thin

ADVERTISING & SALES

ADVERTISING AND PROMOTIONAL STRATEGY

Planned promotion/advertising	Expected business improvement	Cost (\$)	Target date
Instagram brand awareness advertising	<ul style="list-style-type: none"> * Create brand awareness * Showcase business portfolio * Promote business opportunities * Increase sales opportunities 	\$5/day Estimated: \$540 for 6 months	July - Dec 2021 Every Thursday - Sunday
Soft Launch Promotion: \$350 off all packages for first 10 couples	<ul style="list-style-type: none"> * Create business opportunities through attractive price * Entice new clients * Increase sales opportunities 	No additional \$3500 less in profits if all 10 packages are successfully sold.	3 months campaign period
Blissful Brides Vendor Membership	<ul style="list-style-type: none"> * Create brand awareness and brand confidence through reputable and recognised website * Promote business * Create opportunities through online events hosted by Blissful Brides * Easier collaboration of vendors as Blissful Brides already has a wide list of vendors 	\$1200 (Blissful Brides credits)	N.A. (Membership basis)
Host Online Webinar: Bespoke Memoirs will host a FAQ session with clients who have registered their interest online.	<ul style="list-style-type: none"> * Create brand confidence through FAQ * Create business opportunities * Increase sales 	No cost	Twice every month

SALES & MARKETING CHANNELS

Channels	Services	Percentage of sales (%)	Advantages	Disadvantages
Rented Office	All service packages	10%	Face to Face communication Straight-forward approach	Appointment Basis Walk-In based on availability
Instagram	All service packages	30%	Popular social media platform used by targeted audience Ease of business image management Ease of communication	Delayed responses Confirmation of sales will have to be redirected Competitive platform
Company Website	All service packages	30%	Showcase of business profile Easy to manage	No direct communication
Blissful Brides	All service packages	30%	Ease of profile management Many business opportunities	Membership basis Competitive platform

UNIQUE SELLING POSTION

Bespoke Memoirs offers **customizable** service packages and **flexibility** to couples. Services offered to couples are not tied to any companies or vendors, hence, couples have the flexibility to choose any vendor of their choice. Building a relationship based on transparency and conscientious practices is essential in creating a **personal and magical experience** for the clients.

THE FUTURE

VISION STATEMENT

Bespoke Memoirs aims to curate bespoke weddings and extraordinary moments for one of the many important events of our client's lifetime. By embracing uniqueness, exploring innovative trends, and capturing the essence of "What is best for the couple?", we hope to create the dream wedding that our clients are searching for. Bespoke Memoirs also believes in building and deepening relationships between us and our client, building them on the foundation of **transparency and conscientious practices**, with these elements all put together, magical moments are bound to happen.

MISSION STATEMENT

Bespoke Memoirs are **committed to perfection**, making sure that every small detail of every wedding flawless, so it is as astounding as client envisioned. To ensure that it is so, we only take in a limited amount of requests directed to us. We believe that by doing so, we can fully provide the best service quality and attention that each couple truly deserves. Bespoke Memoirs would be honored to share this wonderful experience with you as your confidant and wedding professional, fulfilling every detail as we journey down the aisle.

GOALS AND OBJECTIVES

TWELVE MONTHS GOAL:

- To engage three to four client projects per month, four projects for more popular months like June, November and December, three for less popular months like September to October. Hence, the goal is to secure **39 clients by June 2022**.
- Get **five client referrals**

Bespoke Memoirs aims to secure three to four projects monthly through proper marketing and advertising strategies such as using existing reputable platforms to entice clients, promotional strategies, and whatnot. To ensure that sales target is met, a **quarterly review** of the business will be done to review the position of the business, and with **adequate market research**, Bespoke Memoirs will make the necessary changes to stay competitive and attractive to consumers.

ACTION PLAN

Milestone	Date of expected completion
Register Business Name	Before Week 1
Apply for Insurances	Before Week 1
Secure Rented Office Space	Before Week 1
Launch Instagram page & Website	Before Week 1
Obtain Office Supplies (Name card, Stationery, Laptop, etc.)	Before Week 1
Receive Business Card	Before Week 1
Source for Potential Collaboration & Wedding Showcase Events	Before Week 1
Launch of Business & Implement Marketing and Promotional Strategies	Week 1
Broadcast Launch of Business (Instagram, Blissful Brides, Website)	Week 1
Participate in Blissful Brides "Run Away with Me" Online Wedding Show	31 st July & 1 st August 2021, 1.00-6.00PM
Host meetings and present proposal to potential collaborators	Week 1-3
Secure Three Client Projects	Week 5
Secure Collaborations	Week 7
Offer Referral Benefits/Rewards	Week 8
Update Business Portfolio	Week 9
Complete 1 st Project	Week 15
Review Marketing Plan & Business Position	Week 17

THE FINANCES

FINANCIAL TARGETS

Bespoke Memoirs aims to secure at least three clients every month. Of which, each month to have at least 2 Simplicity packages sold and 1 Exquisite package. With that in mind, the total **monthly target revenue of \$11,800**.

As for more popular months like October to December, Bespoke Memoirs aims to secure an additional 1 Grandeur package sales on top of the target sales. They will bring the **target revenue for popular months up to \$18,400**.

FINANCE REQUIRED

As Bespoke Memoirs is solely a service provider, hence, finance required will be based on start-up costs. The current **start-up cost is valuating at \$13,950.28**. The owner of Bespoke Memoirs will inject capital of \$15,000 from personal savings. A bank loan of \$12,000 will be taken up to finance the start-up expenses. The remainder of cash will be set aside for operational expenses such as business transport, petty cash and other business expenses.

START-UP COST

Start-Up Costs	Cost
Registrations & Insurances	
Business Registration Fee	\$ 300.00
Office Rental - 12 months	\$ 5,880.00
Website Set-Up	\$ 2,000.00
Phone Line (Singtel - 1 year subscription)	\$ 171.20
AIG Business Insurance (1 year)	\$ 253.00
MSIG Freelance CashPlus Insurance (1 year)	\$ 162.08
OCBC Business Growth Account Annual Fee	\$ 240.00
Marketing	
Instagram Promotion Campaign	\$ 540.00
Blissful Brides Membership (Vendor)	\$ 1,200.00
Equipments	
Surface Pro 7	\$ 2,188.00
Microsoft Bluetooth Desktop	\$ 90.00
Microsoft USB-C Travel Hub	\$ 150.00
Surface Pen	\$ 148.00
External Harddrive	\$ 200.00
Microsoft Headset	\$ 78.00
Office Supplies & Stationery	\$ 300.00
Business Cards	\$ 50.00
Total	\$ 13,950.28

BALANCE SHEET FORECAST

Balance Sheet Forecast		1st year		2nd year	
Current Assets					
Cash	\$	25,500.00	\$	147,998.72	
Petty Cash	\$	1,500.00	\$	1,500.00	
Inventory (office supplies & business cards)	\$	350.00	\$	350.00	
Receivables	\$	161,400.00	\$	161,400.00	
Fixed Assets					
Surface Pro 7	\$	2,188.00	\$	-	
Microsoft Bluetooth Desktop	\$	90.00	\$	-	
Microsoft USB-C Travel Hub	\$	150.00	\$	-	
Surface Pen	\$	148.00	\$	-	
External Harddrive	\$	200.00	\$	-	
Microsoft Headset	\$	78.00	\$	-	
Total Assets	\$	191,604.00	\$	311,248.72	
Liabilities					
Bank Loan	\$	12,000.00		-	
Accounts payable	\$	3,204.00	\$	350.00	
Accrued expenses	\$	11,901.28	\$	12,961.28	
Total Liabilities	\$	27,105.28	\$	13,311.28	
Equity					
Owner's equity	\$	15,000.00	\$	-	
Total Equity	\$	15,000.00	\$	-	
Net Assets		\$	149,498.72	\$	297,937.44

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EXPECTED CASH FLOW (12 MONTHS)

Product Package	JUL 21	AUG 21	SEP 21	OCT 21	NOV 21	DEC 21	JAN 22	FEB 22	MAR 22	APR 22	MAY 22	JUN 22	Gross Total
Simplicity	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 49,000
Exquisite	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 4,800	\$ 28,800
Grandeur	-	-	-	\$ 6,600	\$ 6,600	\$ 6,600	-	-	-	-	-	-	\$ 19,800
Gross Total	\$ 11,800	\$ 11,800	\$ 11,800	\$ 18,400	\$ 18,400	\$ 18,400	\$ 11,800	\$ 11,800	\$ 11,800	\$ 11,800	\$ 11,800	\$ 11,800	\$ 161,400

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APPENDIX



MSIG Insurance (Singapore) Pte. Ltd.
4 Shenton Way, #21-01 SGX Centre 2
Singapore 068807
Tel +65 6827 7888 Fax +65 6827 7800
Co. Reg. No. 200412212G
msig.com.sg

FREELANCER CASHPLUS INSURANCE POLICY

Here is Your Insurance Policy. Please examine it together with the Schedule, to make sure that You have the protection You need.

Almost certainly Your needs will change. If they do, please let Us know. Your Policy is designed for easy amendment or extension.

It is important that the Policy, the Schedule and any amendments or endorsements issued are read together to avoid misunderstandings.

HOW YOUR INSURANCE OPERATES

Your Freelancer CashPlus Insurance Policy is a contract between Us, the Company, and You, Our Insured named in the Schedule. The declaration and any information given are the basis of this contract.

In consideration of Your paying to Us the required premium, We agree to indemnify You in the manner and to the extent described in the Policy and in the Schedule, occurring during the Period of Insurance, or any subsequent period for which You pay and we accept the required premium.

OUR PROMISE OF SERVICE

We wish to provide You with a high standard of service and to meet any claims covered by this Policy honestly, fairly and promptly. If you have any reason to believe that we have not done so, please contact Your broker or agent. If You do not use the services of a professional intermediary please contact, preferably in writing, our insurance manager. We are ready to help You with Your concerns.

USEFUL PROCEDURES

1. Making a Claim

Report your claim to us and send us a completed claim form together with all supporting documents. Information requested on the claim form includes the claimant's personal particulars, contact details and policy number. You should also include a brief description of the claim and particulars of other persons or witnesses involved, if applicable. Refer to our website for details.

2. Your Feedback Channels

If you have any feedback or comments on our service, tell us about it. Our Service Quality Team will acknowledge receipt of your feedback within one working day and give you a final reply within seven working days. Refer to our website for details.

FREE LOOK CLAUSE

(Applicable to Annual Policy only)

If We are issuing this Policy to You for the first time, We will give You a "Free Look" period of fourteen (14) business days from the date You receive the Policy. If within these fourteen (14) days You tell Us that You do not want the Policy, We will cancel it from its start date and refund in full the premium You have paid so long as no claim has arisen. Please note You are assumed to have received the Policy within three (3) days after We dispatch it. The Free Look will not apply to renewals of Your Policy with Us.

A GUIDE TO YOUR FREELANCER CASHPLUS INSURANCE POLICY

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DEFINITION OF WORDS

(Which apply to the whole Policy)

Certain words have been defined below. These have the same meaning wherever they are used in the Policy or the Schedule and are highlighted in the Policy by being shown in bold print, e.g. Insured etc.

HFC012003

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Accident

means a sudden external event which gives rise to a result not intended or anticipated by the **Insured** or **Insured Person**.

Age

means the age on the last birthday of the **Insured Person** at the time of cover for the **Insured Person** is covered under the Policy or upon any Renewal.

Commencement Date

means original inception date of cover under this Policy as shown in the **Schedule**.

Company / We / Us

means **MSIG Insurance (Singapore) Pte. Ltd.**

Day Surgery

means a surgery for the treatment a covered **Illness** or **Injury** provided to an **Insured Person** of which is carried out by a surgeon at a **Hospital** or Clinic, but not on an inpatient basis.

Excess Period

means the period of time following the event that gives rise to a claim during and for which no Benefits will be payable.

Home Country

means the country of which the **Insured Person** holds a passport. If the **Insured Person** holds more than one passport, the **Home Country** will be taken to mean the country declared under the heading "Nationality".

Hospital

means an institution which is legally licensed as a medical or surgical **Hospital** in Singapore to provide service primarily for reception, care and treatment of injured or sick persons as in-patients under the constant supervision of a **Physician**. These exclude nursing, rest homes or convalescent homes, institutions for treatment of substance abuse, mental institutions or geriatric wards and places for drug addicts or alcoholics or for any similar purpose.

Hospitalisation Leave

means the period of "hospitalisation leave" as certified by the **Physician** of a **Hospital**.

Hospitalisation / Inpatient

means the **Insured Person's** confinement in a **Hospital** for a continuous uninterrupted period of at least twenty-four (24) hours on the advice of and under the regular care and attendance of a **Physician** for which the **Hospital** makes a charge for room and board. The first day of hospitalisation starts at the time of admission to the **Hospital** and each subsequent day of hospitalisation starts twenty-four (24) hours after the start of the previous day of hospitalisation. The day of discharge is considered as a day of hospitalisation if the time of discharge of the **Insured Person** from **Hospital** is more than twelve (12) hours from the later of:

- (a) the time of admission to **Hospital**; or
- (b) the end of the previous day of confinement.

Illness

means physical illness or disease, marked by a pathological deviation from the normal healthy state.

Injury

means all bodily injury suffered and caused solely by an **Accident** and not by sickness, disease or gradual physical or mental wear and tear.

Insured / You / Your

means the policyholder named as **Insured** in the **Schedule**.

Insured Person

means an individual who has completed or whose name is included on an application for the Policy and, who meets the eligibility criteria set out in the General Condition 1 of the Policy, and in respect of whom commencement of cover has been confirmed in writing by the **Company**.

Medical Certificate

means a document issued by a **Physician** in Singapore verifying the **Insured Person's** sickness and/or injury and thus unfit to perform work.

Outpatient Treatment

means medically necessary treatment for a covered **Illness** or **Injury** provided to an **Insured Person** who is not a registered inpatient at a **Hospital**.

Period of Insurance

means the period of cover as indicated in the **Schedule**.

Physician / Doctor

means a properly qualified medical practitioner (other than an **Insured Person** or a member of the **Insured Person's** family member, relatives, business partner, employer, employee or agent) licensed by the competent medical authorities of the country in which treatment is provided, and who in rendering such treatment is practicing within the scope of his/her licensing and training.

Pre-existing Conditions

means any **Injury**, **Illness**, condition or symptom, including any complications which may arise:

- (a) which presented signs or symptoms of which the **Insured Person** concerned was aware or should reasonably have been aware or which originated or existed, prior to the commencement of cover for the **Insured Person** concerned under the Policy, or
- (b) which treatment, or medication, or advice, or diagnosis has been sought or received within twelve (12) months prior to the commencement of cover, or
- (c) for which you have been asked to get medical treatment or medical advice by a **Physician** within twelve (12) months prior to the commencement of cover.

Self-Employed Persons

means workers who operate their own trade or business regardless whether they employ any paid workers and are not contributing family members. Self-Employed Persons (SEPs) generally have significant autonomy over what assignments to accept and how, when and where they work.

Schedule

means the **Schedule** containing the details of the policy, benefits, endorsements (if any), **Insured Person(s)**, type of cover selected and **Period of Insurance** and this includes the Renewal Certificate issued by the **Company**. The **Schedule** is part of the Policy.

Usual Country of Residence

means the country in which the **Insured Person** is usually living at the inception of this insurance. As a condition precedent to liability, the **Company** must be informed in writing of any change in the Usual Country of Residence. A permanent change in the Usual Country of Residence is deemed to occur when the **Insured Person** lives or intends to live in another country for more than six (6) consecutive months during any **Period of Insurance**. The **Company** reserves the right to continue cover on the terms and conditions it considers appropriate to the new country of residence or to decline to continue cover under the Policy.

THE BENEFITS

The following Benefits are available. Please refer to the **Schedule** to determine whether the cover is actually provided to the **Insured Person** concerned.

SECTION 1 – DAILY HOSPITALISATION CASH BENEFIT

The **Company** will pay the Sum Insured as specified in the **Schedule** for **Hospitalisation Leave** issued by a **Physician** in Singapore for the **Hospitalisation**, including **Day Surgery**, of an **Illness** or **Injury** suffered by the **Insured Person** during the **Period of Insurance**, subject to the following:

- (a) Excess Period stated in the **Schedule**;
- (b) Annual Maximum payout up stated in the **Schedule**;
- (c) Accumulation of consecutive **Hospitalisation Leave** from different Hospitals for the same diagnosis is acceptable.

SECTION 2 – DAILY OUTPATIENT CASH BENEFIT

The **Company** will pay the Sum Insured as specified in the **Schedule** for each outpatient **Medical Certificate** issued by a **Physician** in Singapore for the **Outpatient Treatment** of an **Illness** or **Injury** suffered by the **Insured Person** during the **Period of Insurance**, subject to the following:

- (a) Excess Period stated in the **Schedule**;
- (b) Annual Maximum payout up stated in the **Schedule**;
- (c) Accumulation of consecutive outpatient medical leave from the same medical clinic for the same diagnosis is acceptable.

GENERAL CONDITIONS

(Which apply to the whole Policy and to be observed by the **Insured** and all persons insured under the Policy)

It is an important part of our contract that You observe the following General Conditions and they are, where their nature permit, condition precedents to the right to recover from Us.

1. Eligibility

Unless agreed otherwise in writing by the **Company**, any person You wish to insure under this Policy must be named as an **Insured Person** in the **Schedule** and must at the Commencement Date or his/her enrolment date under the Policy, whichever is the later date, be the following:

- (a) **Insured Person** aged at least eighteen (18) years and not more than seventy-five (75) years of age.
- (b) **Insured Person** must be a Singaporean Citizen or Permanent Resident of Singapore
- (c) **Insured Person** must declare and fulfil our definition of **Self-Employed Persons (SEPs)**

No cover is in force until confirmed by the issue of a policy or a **Schedule** or a Renewal Certificate or Endorsement by the Company with premium fully paid to the **Company**.

2. Risk Classification of Insured Persons

Class 1 – Persons working indoor/in office, non-manual and usually administrative work

Class 2 – Persons working outdoor and/or non-hazardous manual work (including, but not limited to Grab/Taxi drivers, food delivery and hawkers)

Class 3 – Persons using motorcycle as a daily mode of transport (rider or pillion rider) or any person engaging in delivery work by bicycle

Class 4 – Persons engaged in delivery work by motorcycle

3. Duplication of Cover

No **Insured Person** shall be covered under more than one (1) of this Policies with the **Company**. If any **Insured Person** is covered under more than one such policy, the **Company** will consider the **Insured Person** covered under the policy with the highest benefits only and the cover of the **Insured Person** under such other policy(ies) will be cancelled. Where the benefits of the additional policy(ies) are identical, We will consider that **Insured Person** to be insured under the policy first issued only and the cover of the **Insured Person** under such other policy(ies) will be cancelled. We will refund, without interest, any duplicated premium.

4. Co-operation

As a condition precedent to the **Company's** liability, the **Insured**, the **Insured Person** or his/her representatives shall co-operate fully with the **Company** and its medical advisers and will fully and faithfully disclose all material facts and matters which the **Insured** and/or **Insured Person** knows or ought to know and will upon request execute any document to empower the **Company** to obtain relevant information, at the **Insured's** or **Insured Person's** expense, from any doctor or **Hospital** or other source.

5. Reasonable Precautions and Risk Class Changes

The **Insured Person** shall take all reasonable precautions to prevent and minimize any **Accident, Illness, Injury**, death or expense and the **Company** must be informed immediately in writing of any material information or change of circumstances relating to job occupation in which may increase the possibility or likely quantum of a claim under the Policy. The **Company** reserves the right to continue cover on terms and conditions it considers appropriate to such changes in material information or circumstances or to decline to continue cover under the Policy.

6. Alterations

- (a) The **Company** reserves the right to alter the Policy as the **Company** reasonably considers appropriate and the **Company** will inform the **Insured** with a written notice at least thirty (30) days in advance of any such alteration. For avoidance of doubt, the **Company** may change the Policy terms and conditions at its discretion at any renewal. Your continued payment of premium after We give such notice will mean You accept the change.
- (b) If the date of birth of the **Insured Person** has been incorrectly stated, the benefits will be amended by Us having regard to the true date of birth. If the true date of birth is such that, had it been known to Us at the time of the Policy was proposed for, We would not have issued the Policy, then We may cancel the Policy and no benefits will be payable.
- (c) Any misrepresentation of or failure to disclose material facts by the **Insured** or **Insured Person** will entitle the **Company** to alter, amend or cancel the Policy having regard to the true facts and all benefits under the Policy shall be forfeited. A material fact is any information which could influence the **Company** in its assessment of Your application.

7. Automatic Renewal of Coverage and Premium Payment

Unless the **Insured** or the **Company** exercises the right to cancel the Policy, the Policy will be renewed automatically so long as premium is paid when due.

8. Premium Changes

- (a) premium will change at renewal if the Insured Person enters a higher premium rating age band; and
- (b) premium rates are not guaranteed

9. Termination of Cover

- (a) The entire Policy will terminate and all **Insured Persons'** cover under it will cease immediately upon:
 - (i) non-payment of premium as described in the Payment Before Cover Warranty or Premium Payment Warranty of this Policy; or
 - (ii) cancellation of the entire portfolio as described in General Condition 11.
 - (iii) cancellation of this Policy as described in General Condition 12.
- (b) Unless We have agreed otherwise in writing, the cover of an **Insured Person** under this Policy will terminate immediately in any of the following circumstances, whichever occurs first:
 - (i) when the **Insured Person** ceases to be a Singapore citizen or Singapore Permanent Resident; or
 - (ii) on the expiry of the **Period of Insurance** in which the **Insured Person** has attained seventy-six (76) years old; or
 - (iii) at the time of death of the **Insured Person**.

In the event of any claim admitted by the **Company**, the **Company** will retain 100% of the premium for the whole Policy.

10. In the Event of Fraud

If any claim shall in any respect be false or fraudulent or if fraudulent means or devices are used by the **Insured**, the **Insured Person** or anyone acting on their behalf to obtain benefit hereunder, then the Policy shall be cancelled immediately and all benefit and premium forfeited.

11. Portfolio Withdrawal

The **Company** reserves the right to cancel the portfolio as a whole if the **Company** decides to discontinue underwriting this product and the **Company** will inform the **Insured** with a written notice of at least thirty (30) days in advance before the cancellation.

12. Cancellation

The **Insured** or the **Company** may cancel this Policy by giving other party thirty (30) days' written notice sent to the last known address.

In the event of the cover provided by this Policy being cancelled by the **Insured**, the **Company** shall retain a premium, subject to a minimum of S\$50 plus the applicable Goods and Services Taxes, and in accordance with the following scale for the time this Policy has been in force:

For 1 month	– 20% of the annual premium
For 2 months	– 30% of the annual premium
For 3 months	– 40% of the annual premium
For 4 months	– 50% of the annual premium
For 5 months	– 60% of the annual premium
For 6 months	– 70% of the annual premium
For 7 months	– 80% of the annual premium
For 8 months	– 90% of the annual premium
In excess of 8 months	– 100% of the annual premium

If the **Company** cancels the Policy, the **Company** will make a pro-rata refund of the premium paid.

In the event of a claim, the **Company** will retain 100% of the annual premium for the whole Policy.

No premium refunds will be provided for cancelling weekly or monthly policy.

13. Exclusion of Rights under the Contracts (Rights of Third Parties) Act

A person who is not a party to this Policy contract shall have no right under the Contracts (Rights of Third Parties) Act to enforce any of its terms.

14. Change of Plan

Any request for change of plan must be in writing not more than thirty (30) days before the renewal of this Policy. The change, subject always to **Company's** written approval, shall be effective when this Policy is renewed.

15. Acceptance of Instructions

Any instruction, request or notice will not be accepted by the **Company** until such documents, information and consents as the **Company** may reasonably require are received at the **Company's** office address stated in the Policy.

16. No Trust

The **Company** will not recognise or be affected by any notice of trust, charge or assignment relating to this Policy and the **Insured's** receipt or that of the **Insured's** legal personal representative or any person to whom any benefit is expressed to be payable, shall in all cases effectively discharge our liability.

17. Legal Personal Representatives

The terms, exceptions and conditions of this Policy also apply to the legal personal representatives of the **Insured** and **Insured Persons**.

18. Legal Proceedings

No action in law or equity shall be brought to recover under the Policy until after the expiration of sixty (60) days from the date proof of claim has been furnished in accordance with the Policy conditions. The parties submit themselves to the exclusive venue and jurisdiction of the Courts of Singapore for the resolution of any such conflict or dispute save where the circumstances are governed by the Arbitration clause of the Policy.

19. Arbitration

(a) Any difference of medical opinion in connection with the results of any **Accident, illness, injury**, death or expense will be settled between two medical experts appointed respectively in writing by the two parties to the dispute. Any difference of opinion between the two medical experts shall be referred to an umpire, who shall have been appointed in writing by the two medical experts at the outset and the umpire's decision shall be conclusive.

(b) Where We have accepted a claim but the amount to be paid is in dispute, the matter shall be referred to an independent arbitrator acceptable to the parties involved. Where any dispute is by this condition to be referred to arbitration, the making of an award shall be a condition precedent to any right of action against the **Company**.

20. Commencement of Arbitration or Court Action

If the **Company** offers an amount in settlement or disclaims liability altogether for a claim, and such a claim is not within twelve (12) calendar months from the date of such an offer or disclaimer referred to arbitration as required under General Condition 19 or been made subject to pending court action under General Condition 18, the claim shall be deemed to be abandoned and the **Company** shall have no liability in respect of it.

21. Consent

It is hereby declared that as a condition precedent to the liability of the **Company**, the **Insured** and the **Insured Person** have agreed that any personal information in relation to the **Insured Person** provided by or on behalf of the **Insured Person** to the **Company** may be held, used and disclosed to enable the **Company** or individuals/ organisations associated with the **Company** or any independent third party (within or outside of Singapore) to:

- (a) process and assess the **Insured's** application or any matter arising from the Policy and any other application for insurance cover and/or
- (b) provide all services related to the Policy.

22. Governing Law

This Policy is to be construed according to the laws of Singapore.

CLAIM CONDITIONS

(Which apply to the whole Policy and to be observed by the **Insured** and all persons insured under the Policy)

We will act in good faith in all our dealings with You. Equally, the payment of claims is dependent on due observation of the followings:

1. Notification of Claim

You must give written notice to Us of any event giving rise or likely to give rise to a claim under this Policy as soon as possible but in any case within seven (7) days of the happening of such an event. The **Company** shall not be liable for the claim in the event that We are not notified within seven (7) days of the happening of such an event.

2. Proof of Claim

The following must be provided to the **Company**:

- (a) completed Claim Form within fifteen (15) days after You notify Us of a claim;
- (b) information, evidence or supporting document including receipts, **Medical Certificates** or medical reports which We may require to be supplied at Your expense;
- (c) the **Insured Person** or his/her legal personal representative's written consent to allow the **Company** to receive the results of any medical examinations and/or tests and/or the **Insured Person's** medical history or records;
- (d) such other information that the **Company** may reasonably require.

If on the balance of medical fact or probability it is appropriate for the **Company** to decline a claim by virtue of any of the exclusions (including the **Pre-Existing Conditions** Exclusion) under the Policy, the **Insured Person** shall have the right and obligation to produce such medical evidence as the **Company** may reasonably require to enable it to reconsider a claim under the Policy.

3. Examinations

The **Company** shall have the right and opportunity through its medical representatives to examine the **Insured Person** whenever and as often as it may reasonably require within the duration of any claim. In addition, the **Company** shall have the right to require a post mortem examination, where this is not forbidden by law.

GENERAL EXCEPTIONS

(Which apply to the whole Policy and to be observed by the **Insured** and all persons insured under the Policy)

The following treatments, items, conditions, activities and their related or consequential expenses are excluded from the Policy and the **Company** shall not be liable for:

- 1. **Pre-Existing Conditions** as defined, including any treatment and complication arising from the **Pre-existing Conditions**.
- 2. **Hospitalisation or Day Surgery, or Outpatient Treatment** of any **Illness** within five (5) days from the commencement date of cover of the **Insured Person** concerned under the Policy, or after the five (5) days period which were follow-up medical treatment(s), consultation(s) or further investigation(s) of the **Insured Person** for the same condition for which he/she received medical treatment or consultation or investigation during that five (5) days period, and consequences or complications related to such conditions.
- 3. Routine medical examinations or check-ups, routine eye or ear examinations where there is no objective indication of impairment of normal health or any treatment or investigation of a preventive nature, vaccinations, cosmetic surgery or plastic surgery, treatment for obesity, weight reduction (including liposuction) and weight improvement programmes, rest cures and services or treatment in any home, spa hydro-clinic, sanatorium or long term care facility that is not a **Hospital** as defined, or any treatment which is not medically necessary.
- 4. Tests or treatment related to infertility, contraception, sterilisation (or its reversal), varicocele, impotence or erectile dysfunction, sexual dysfunction, treatment relating to sex change, sexually transmitted diseases and any treatment or test in connection with Human Immunodeficiency Virus (HIV), including Acquired Immune Deficiency Syndrome (AIDS) or any HIV/AIDS related conditions or diseases.
- 5. Birth defects, congenital disorder.
- 6. Pregnancy or childbirth or miscarriage/abortion.
- 7. Circumcision operations unless medically necessary.
- 8. All types of Sleep Disorders including Sleep Apnoea unless this leads to treatment through surgery.
- 9. All claims directly or indirectly related to cornea, bone marrow, muscular, skeletal or human organ or tissue or other transplant incurred as a donor to a recipient.
- 10. Treatment of mental illness, psychiatric disorders, self-inflicted injury, misuse or over dosage or excessive use of drugs/medicine, treatment for alcoholism, or abuse of alcohol or drug abuse or drug addiction, suicide or attempted suicide.
- 11. All treatments outside of Singapore.
- 12. Refractive defects of the eye, such as nearsightedness and astigmatism.
- 13. All dental treatment or treatment for aesthetic purpose.

14. Treatment provided to an **Insured Person** by the **Insured Person** or a family member of the **Insured Person**, relatives, business partner, employer, employee or agent or self-treatment by the **Insured Person**, including the dispensation of medication and/or any medical tests/procedures carried out.

15. Benefit under this Policy is not payable for any **Insured Person** who is taking part or engage in the following:

- (a) naval, military, air force, police force, fire service department or any armed forces operation or any armed occupation, except for national servicemen and reservists undergoing peacetime military training and exercises; or
- (b) mining, logging, sawmilling, wood working, underground works, explosive making or handling or custodians or blasters, gas manufacturing or while on duty as a ship crew or fisherman; or
- (c) any kind of speed contest or racing (other than on foot), engagement in sport as an occupation and/or in a professional capacity and/or where the Insured Person would or could earn income or remuneration from engaging in such sport ; or
- (d) driving or riding on a motor race track; or
- (e) any flying or other aerial activities other than as a fare-paying passenger in a commercially licensed passenger carrying aircraft but not as a member of the aircrew and airline personnel while flying in the course of occupation; or
- (f) in maintenance, cleaning, roofing or repair activities involving scaffolding or gondola

16. **Insured Person** committing any unlawful acts or wilful exposure to unnecessary danger (such as jaywalking or speeding).

17. Cost of medical reports unless agreed by the **Company**.

18. Rock climbing, Caving, Potholing, Mountaineering, Skydiving, Parachuting, Hang-gliding, Parasailing, Bungee Jumping, all diving unless the person concerned has been duly qualified and certified as a diver by an internationally recognised diving organisation or unless such person is at the time of the happening of the event giving rise to a claim actually receiving diving instruction from a duly qualified and certified diving instructor, or any other type of competitive sports other than those in which the Insured Person participates purely as an amateur;

19. Costs arising out of any litigation or dispute between the **Insured Person** and any medical person or establishment from whom treatment has been sought or given, or any other costs not specifically related to the payment of the claim under the Policy.

20. Institute Radioactive Contamination, Chemical, Biological, Biochemical and Electromagnetic Weapons Exclusion Clause

In no case shall this insurance cover loss damage liability or expense directly or indirectly caused by or contributed to by or arising from

- (a) ionising radiations from or contamination by radioactivity from any nuclear fuel or from any nuclear waste or from the combustion of nuclear fuel
- (b) the radioactive, toxic, explosive or other hazardous or contaminating properties of any nuclear installation, reactor or other nuclear assembly or nuclear component thereof
- (c) any weapon or device employing atomic or nuclear fission and/or fusion or other like reaction or radioactive force or matter
- (d) the radioactive, toxic, explosive or other hazardous or contaminating properties of any radioactive matter. The exclusion in this sub-clause does not extend to radioactive isotopes, other than nuclear fuel, when such isotopes are being prepared, carried, stored, or used for commercial, agricultural, medical, scientific or other similar peaceful purposes
- (e) any chemical, biological, bio-chemical or electromagnetic weapon.

21. War and Terrorism Exclusion

Notwithstanding any provision to the contrary within this Policy or any endorsement thereto it is agreed that this insurance excludes:

death, disability, loss, damage, destruction, any legal liabilities, cost or expense including consequential loss of whatsoever nature, directly or indirectly caused by, resulting from or in connection with any of the following regardless of any other cause or event contributing concurrently or in any other sequence to the loss;

- (a) war, invasion, acts of foreign enemies, hostilities or warlike operations (whether war be declared or not), civil war, rebellion, revolution, insurrection, civil commotion assuming the proportions of or amounting to an uprising, military or usurped power, or
- (b) any act of terrorism including but not limited to
 - (i) the use or threat of force, violence and/or
 - (ii) harm or damage to life or to property (or the threat of such harm or damage) including, but not limited to, nuclear radiation and/or contamination by chemical and/or biological agents,

by any person(s) or group(s) of persons, committed for political, religious, ideological or similar purposes, express or otherwise, and/or to put the public or any section of the public in fear; or

(c) any action taken in controlling, preventing, suppressing or in any way relating to (a) or (b) above.

If the **Company** says that any claim is not covered by this insurance by reason of any of these General Exceptions, then the **Insured** has the burden of proving that the claim is covered.

PAYMENT BEFORE COVER WARRANTY

1. The premium due must be paid to the **Company** (or the intermediary through whom this Policy or Bond was effected) on or before the inception date ("the inception date") or the renewal date of the coverage. Payment shall be deemed to have been effected to the **Company** or the intermediary when one of the following acts takes place:

(a) Cash or honoured cheque for the premium is handed over to the **Company** or the intermediary;

(b) A credit or debit card transaction for the premium is approved by the issuing bank;

(c) A payment through an electronic medium including the internet is approved by the relevant party;

(d) A credit in favour of the **Company** or the intermediary is made through an electronic medium including the internet.

2. In the event that the total premium due is not paid to the **Company** (or the intermediary through whom this Policy or Bond was effected) on or before the inception date or the renewal date, then the insurance shall not attach and no benefits whatsoever shall be payable by the **Company**. Any payment received thereafter shall be of no effect whatsoever as cover has not attached.

3. In respect of insurance coverage with Free Look provision, the Insured may return the original policy document to the **Company** or intermediary within the Free Look period if the Insured decides to cancel the cover during the Free Look period. In such an event, the Insured will receive a full refund of the premium paid to the **Company** provided that no claim has been made under the insurance and the cover shall be treated as if never put in place. Free Look provision does not apply to Bond.

PREMIUM PAYMENT WARRANTY

(Applicable if the **Insured** is a business or commercial establishment)

1. Notwithstanding anything herein contained but subject to clause 2 hereof, it is hereby agreed and declared that if the **Period of Insurance** is sixty (60) days or more, any premium due must be paid and actually received in full by the **Company** (or the intermediary through whom this Policy was effected) within sixty (60) days of the inception date of the coverage under the Policy, Renewal Certificate or Cover Note.

2. In the event that any premium due is not paid and actually received in full by the **Company** (or the intermediary through whom this Policy was effected) within the sixty (60) day period referred to above, then:-

(a) the cover under the Policy, Renewal Certificate or Cover Note is automatically terminated immediately after the expiry of the said sixty (60) day period;

(b) the automatic termination of the cover shall be without prejudice to any liability incurred within the said sixty (60)-day period; and

(c) the **Company** shall be entitled to a pro-rata time on risk premium subject to a minimum of S\$50 plus the applicable Goods & Services Taxes.

3. If the **Period of Insurance** is less than sixty (60) days, any premium due must be paid and actually received in full by the **Company** (or the intermediary through whom this Policy was effected) within the **Period of Insurance**.

POLICY OWNERS' PROTECTION SCHEME

This policy is protected under the Policy Owners' Protection Scheme which is administered by the Singapore Deposit Insurance Corporation (SDIC). Coverage for Your policy is automatic and no further action is required from You. For more information on the types of benefits that are covered under the scheme as well as the limits of coverage, where applicable, please contact MSIG or visit the GIA / LIA or SDIC websites (www.gia.org.sg or www.lia.org.sg or www.sdic.org.sg).

IMPORTANT – The Insured is requested to read this Policy. If any error or misdescription be found, the Policy should be returned to the issuing office for correction



PROPOSAL FORM

AIG My Business Insurance: OFFICE PACKAGE

TARGET OCCUPATIONS

Target Market

Office Based businesses including management and recruitment consultants, accounting firms, law firms, architectural firms, financial advisers, estate and letting agencies, health and safety consultants, marketing and advertising etc.

AGENT DETAILS

Agent / Broker Name: _____
Producer Code: _____
Contact Number: _____
Email Address: _____

Notice: Statement pursuant to Section 25(5) of the Insurance Act (Cap 142) or any amendments thereof; You are to disclose in this application, fully and faithfully, all the facts which you know or ought to know, otherwise the policy issued may be void and you may receive nothing from this policy.

SECTION 1: POLICYHOLDER DETAILS

All fields below are required/mandatory.

Policyholder Name: _____
Unique Entity Number (UEN): _____
Business Premise address: _____
Postal Code: _____
Correspondence Address
(if it differs to the above): _____
Postal Code: _____
Nature of Business: _____
Period of Insurance: (no backdating) From: _____
(DD/MM/YYYY)
To: _____
(DD/MM/YYYY)

Please email the completed form to: AIGSGP.SME-Support@aig.com

For inquiries please call the AIG SME team at +65 6419 1800



SECTION 2: UNDERWRITING ACCEPTANCE CRITERIA

Coverage Criteria

Property All Risks

- Insurance under the Property All Risks section of Plan A & B is on a First Loss basis up to the limit stated in the respective plan. The Average Clause is deleted for the Property All Risks section of Plan A & B only.
- If Plan C or the Property All Risks (Building only) extension is selected, the Sum Insured for Property All Risks must reflect the Full Reinstatement Value of the renovations, contents, stock and/or building. The average clause will apply to both Plan C and the Property All Risks (Building only) extension.

Work Injury Compensation

- Under Work Injury Compensation cover, all employees for the Business must be covered under this policy, if not the Insured may not be indemnified for the full extent of the Insured's liability, as the Insured will be deemed to be his own insurer to the extent of the shortfall in the head count and annual wages and the Insured shall bear a rateable proportion of the liability accordingly.

Custom Package – Plan C

- Plan C must include as a minimum, Property All Risks, Public Liability and Work Injury Compensation.

Construction

- The building was constructed post war.
- The building structure is of reinforced concrete and has no wood in its construction.
- If cold rooms are present, they occupy less than 15% of building areas.
- If the Insured Premises has a basement, an automatic flood excess of \$2,500 will apply.

Protection Measures

- Fire Protection is present at the Insured Premises and meets minimum SCDF requirements including Fire Extinguishers and Hose Reels.
- Minimum Security is Padlocks/Deadlocks on all doors.

Surrounding Exposures

- The Insured Premises is not occupied as a shared tenancy where multiple tenants occupy the same unit with no internal dividing wall.

Customer Information

- There have been no claims and/or losses in the last 3 years.
- The proposer has never been declared bankrupt, been in liquidation or convicted of any criminal offence.
- The proposer has never been declined, cancelled, refused renewal or subject to any special terms by any other insurance company.



Excluded Occupations

The covers and premiums indicated are not available for the below occupations:

- Any work done on board vessels or inside hazardous locations including power generation, offshore, chemical plants.
- Any offsite contract works/activities other than delivery, sales calls, meetings, non-manual/sedentary duties, office-cum-stores.
- Insured Premises which are part of more extensive premises used mainly for industrial, manufacturing, assembly, warehousing or wholesale purposes.
- This proposal form should be used for one insured location only, for multiple locations a separate form is required for each additional location.



SECTION 3: MY OFFICE INSURANCE

Coverage	Package Type		<input type="checkbox"/> Plan C - Custom Package			
	<input type="checkbox"/> Plan A	<input type="checkbox"/> Plan B	Maximum Sum Insured	(A) Rates (inclusive of GST)	(B) Sum Insured (\$)	Premium (\$) = (A) x (B)
Property All Risks (excluding building) * **	\$75,000.00	\$150,000.00	\$2,000,000	0.0685%		
Daily Cash - up to 100 days (flat premium applies per limit)	\$250/day	\$500/day	\$750 per day	\$250 / day	\$10	per day
				\$500 / day	\$15	
				\$750 / day	\$20	
Money (In Transit & On Premises)	\$5,000	\$10,000	\$50,000	0.315%		
Public Liability (flat premium applies per limit) *	\$500,000	\$1,000,000	\$5,000,000	\$250,000	\$58	
				\$500,000	\$70	
				\$1,000,000	\$88	
				\$2,000,000	\$114	
				\$3,000,000	\$129	
Food Poisoning Extension (flat premium applies per limit)	\$25,000	\$25,000	\$150,000	\$25,000	\$20	
				\$50,000	\$27	
				\$100,000	\$53	
				\$150,000	\$67	
Personal Accident for Directors (unnamed basis)	\$50,000 (1 x Director)	\$50,000 (1 x Director)	3 Directors (\$50,000 per Director)	\$27 per Director	No. of Directors =	
Work Injury Compensation*	3 employees	3 employees	25 employees	(A) Rate	(B) Annual Wages Roll	No. of Employees
				0.052%	\$	\$
Package Premium (\$) ***	\$253	\$338	Plan C – Total Custom Package Premium (Minimum Premium \$200)			\$

* Property All Risks, Public Liability and Work Injury Compensation are compulsory covers for Plan C.

** If optional extension Property All Risk (building only) is selected the maximum Sum Insured for Property All Risk for Contents, Fixtures, Fittings and Stock + Building is SGD 2,000,000.

***All Premiums are in SGD and inclusive of GST.



Optional extensions of Cover			
Extensions	Sum Insured	Selection	Additional Premium (Inclusive of GST)
Loss of Gross Rental (3 month indemnity period)	\$10,000	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$15
Inland Transit	\$2,000	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$15
Fidelity Guarantee (Up to 10 cash handling employees)	\$2,000	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$15
Property All Risks (Building Only) **	Sum Insured	Rate:	Additional Premium (Rate x Sum Insured)
	\$	0.0685%	\$

Total Package Premium			
Selection	<input type="checkbox"/> Plan A	<input type="checkbox"/> Plan B	<input type="checkbox"/> Plan C
Package Premium (Inclusive of GST)	\$	\$	\$
Extension Premium (Inclusive of GST)	\$	\$	\$
Total Premium (Inclusive of GST)	\$	\$	\$



SECTION 4: DECLARATION

I do hereby declare, warrant, and agree that:

- a) this proposal has been completed after full enquiry and that the statements and particulars in this application are true and that no material facts have been misstated or omitted.
- b) this application, together with any other information supplied shall form the basis of any contract of insurance effected thereon and it will be attached to and become part of the policy.
- c) if the information supplied in this proposal changes between the date of this proposal and the effective date of the insurance, I will, in order for the information to be accurate on the effective date of the insurance, immediately notify the Insurer of such changes and the Insurer may withdraw or modify any outstanding quotations and/or authorisations or agreements to bind the insurance.

Personal Data Protection

I agree and consent, and if I am submitting information relating to another individual, I represent and warrant that I have the authority to provide that information to AIG, I have informed the individual about the purposes for which his/her personal information is collected, used and disclosed as well as the parties to whom such personal information may be disclosed by AIG, as set out in the contents of the consent clause contained below and the individual agrees and consents, that AIG may collect, use and process my/his/her personal information (whether obtained in this application form or otherwise obtained) and disclose such information to the following, whether in or outside of Singapore: (i) AIG's group companies; (ii) AIG's (or AIG's group companies') service providers, reinsurers, agents, distributors, business partners; (iii) brokers, my/his/her authorised agents or representatives, legal process participants and their advisors, other financial institutions; (iv) governmental / regulatory authorities, industry associations, courts, other alternative dispute resolution forums, for the purposes stated in AIG's Data Privacy Policy which include:

- a) Processing, underwriting, administering and managing my/his/her relationship with AIG;
- b) Audit, compliance, investigation and inspection purposes and handling regulatory / governmental enquiries;
- c) Compliance with legal or regulatory obligations, risk management procedures and AIG internal policies;
- d) Managing AIG's infrastructure and business operations; and
- e) Carrying out market research and analysis and satisfaction surveys.

Note: Please refer to (and if submitting information relating to another individual, refer such individual to) the full version of [AIG's Data Privacy Policy](http://www.aig.com.sg/sg-privacy_1030_237853.html) found at http://www.aig.com.sg/sg-privacy_1030_237853.html before you provide your consent, and/or the above representation and warranty.

Important Notes:

- 1) This brochure does not constitute a contract of insurance.
- 2) This risk is not bound until all required information is submitted to and approved by AIG Asia Pacific Insurance Pte Ltd.
- 3) All terms, conditions, limits, excesses as per the AIG Asia Pacific Insurance Pte Ltd SME policy wording. Please refer to your policy wording and schedule for further details.
- 4) This policy is protected under the Policy Owners' Protection Scheme which is administered by the Singapore Deposit Insurance Corporation (SDIC). Coverage for your policy is automatic and no further action is required from you. For more information on the types of benefits that are covered under the scheme as well as the limits of coverage, where applicable, please contact your insurer (or name of Scheme member) or visit the GIA/LIA or SDIC web-sites (www.gia.org.sg or www.lia.org.sg or www.sdic.org.sg).

Proposer Name / Authorised Agent:	
Date:	



COVERAGE HIGHLIGHTS

Property All Risks

- Material Damage - cover for renovations, contents and stock up to the limit of indemnity selected
- Burglary - cover up to full material damage indemnity limit.
- Glass - cover up to the full material damage indemnity limit.
- Deterioration of stock – loss, damage or deterioration of food in any refrigeration units up to \$2,000.
- Full Flood Cover
- Daily Cash – protects against loss of profits / additional expenditure incurred by your business as a result of an accidental loss or damage to your property caused by an insured peril under the property all risk section. Cover is for a maximum of 100 days.

Standard Excesses

- An excess of \$100 will apply to all Property all risk claims.
- An excess of \$1,000 will apply to all flood damage claims.

Money

- Covers money on your premises during business hours when contained in locked safes, strongrooms, locked drawers, cabinets, cash registers and other depository.
- Covers money in transit during business hours anywhere in Singapore provided that the money is in the personal custody of the Insured or with the Insureds authorised employees.
- Covers Money outside business hours when locked in safes, strongrooms, locked drawers, cabinets, cash registers and other depository up to \$5,000.

Standard Excesses

- An excess of \$100 will apply to all money claims.

Liability

- Covers your businesses legal liability arising out of Injury and/or Property Damage to third parties anywhere in Singapore in connection with your business activities.
- Industry Specific Extensions of Cover with customisable limits – Food Poisoning (all industries), Treatment Risk (Beauty), Care Custody Control for Students (Education).

Standard Excesses

- An excess of \$500 will apply to all Third Party Property Damage claims.

Personal Accident

- Covers Directors, Partners or sole proprietors for Accidental Death & Disablement
- Cover for up to 3 Directors, Partners or Sole proprietors on an unnamed basis. These individuals must not engage in any manual work or work at high hazard location as part of their role.
- Cover provides \$50,000 indemnity for Accidental Death & Disablement per director up to an annual aggregate limit of \$150,000 if 3 directors are insured.

Work Injury Compensation

- Statutory cover for employees for accidental bodily injury or disease arising out of and in the course of their employment.
- Legal Liability in respect of Common Law claims shall not exceed \$10,000,000 for any one claim as per the Work Injury Compensation Act.



Optional Coverages

Fidelity Guarantee

- Covers losses due to the dishonest acts of your employees.
- Cover is limited to \$2,000 any one occurrence and in the aggregate for the period

Standard Excesses

- (An excess of \$100 will apply to all Fidelity claims)

Inland Transit

- Covers accidental damage or loss of goods while in transit anywhere in Singapore.

Standard Excesses

- (An excess of \$100 will apply to all Inland transit claims)

Loss of Gross Rental

- Covers the rent that would have been payable during the time which the insured's premises is unfit for occupation as a result of a loss covered under the property all risk section for a period up to 90 days.

Property All Risk Insurance (Building Only)

- Covers Material Damage to your building up to the limit of indemnity mentioned in the schedule.

Standard Excesses

- An excess of \$100 will apply to all Property All Risk Building claims

Bespoke Memoirs Business Plan 2021

