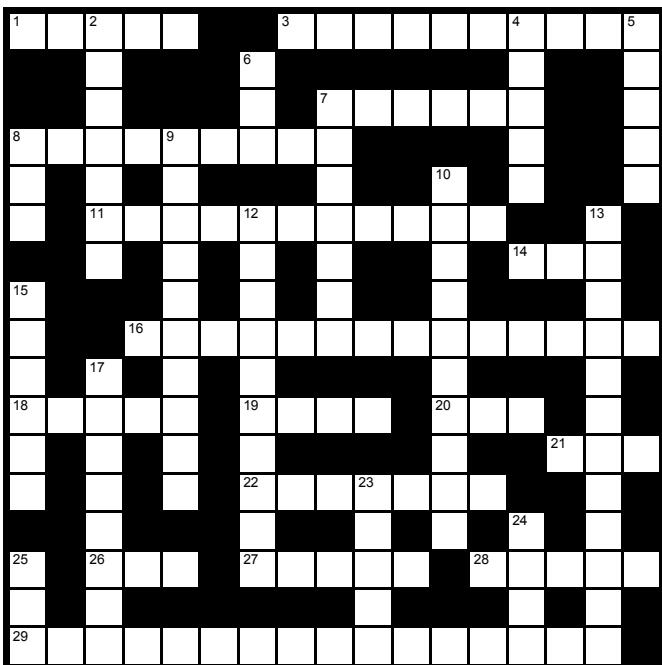


2004-05-28_Franchising_17x17

B.B. Huria

Across

- 1 A pre-prepared piece of advertising material composed by franchisor for the franchisee for use in local print media. (5)
- 3 Refers to one hundredth (0.01) of a full percentage point in yield. (5,5)
- 7 Includes everything that makes a facility look like what had been conceived by the franchisor: the layout, colours, signage, logo, and so on. (6)
- 8 That's what the letter 'A' in acronym 'ADR' stands for. (9)
- 11 That's what the letter 'A' in 'IFA' stands for. (11)
- 14 An acronym for Women Owned Business. (3)
- 16 The system by which the franchisor enforces the rules of operation set forth in the operating manuals. (7,7)
- 18 That's what the first letter 'M' in 'MLM' stands for. (5)
- 19 Defined period of working of franchise agreement. (4)
- 20 The arrangement under which you are allowed to sell a particular company's product that does not constitute all that you sell. (Abbr.) (3)
- 21 The collection of rules imposed by authority. (3)
- 22 A percentage of gross sales that you pay to the franchisor periodically. (7)



Down

- 2 Investment: Cash investment required of you to begin a franchise. (7)
- 4 The franchisee; one who buys franchise. (5)
- 5 That's what the letter 'T' in 'FTC' stands for. (5)
- 6 Trade association for franchisors, based in Washington, D.C. (Abbr.) (3)
- 7 A failure to perform as required by a franchise contract. (7)
- 8 Methods like mediation and arbitration used, albeit infrequently in franchises, for resolution of disputes as an alternative to court. (3)
- 9 That's what the letter 'R' in acronym 'ADR' stands for. (10)
- 10 A clause in a contract that prohibits you from entering into the same line of business for a specified time and within a specified area after the termination of a franchise agreement. (3-7)
- 12 Assets used as security for a lease/loan. (10)
- 13 Macro-economic information around a business; population, income, major traffic generators, etc. (12)
- 15 That's what the first 'F' in 'BFF' stands for. (6)
- 17 That's what the letter 'A' in acronym 'NAF' stands for. (8)
- 23 An individual who can act on the behalf of another. (5)
- 24 Movable personal property used in the operation of a business. (Abbr.) (4)
- 25 The U.S. government agency that regulates franchising. Located in Washington, D.C. (3)
- 12 Assets used as