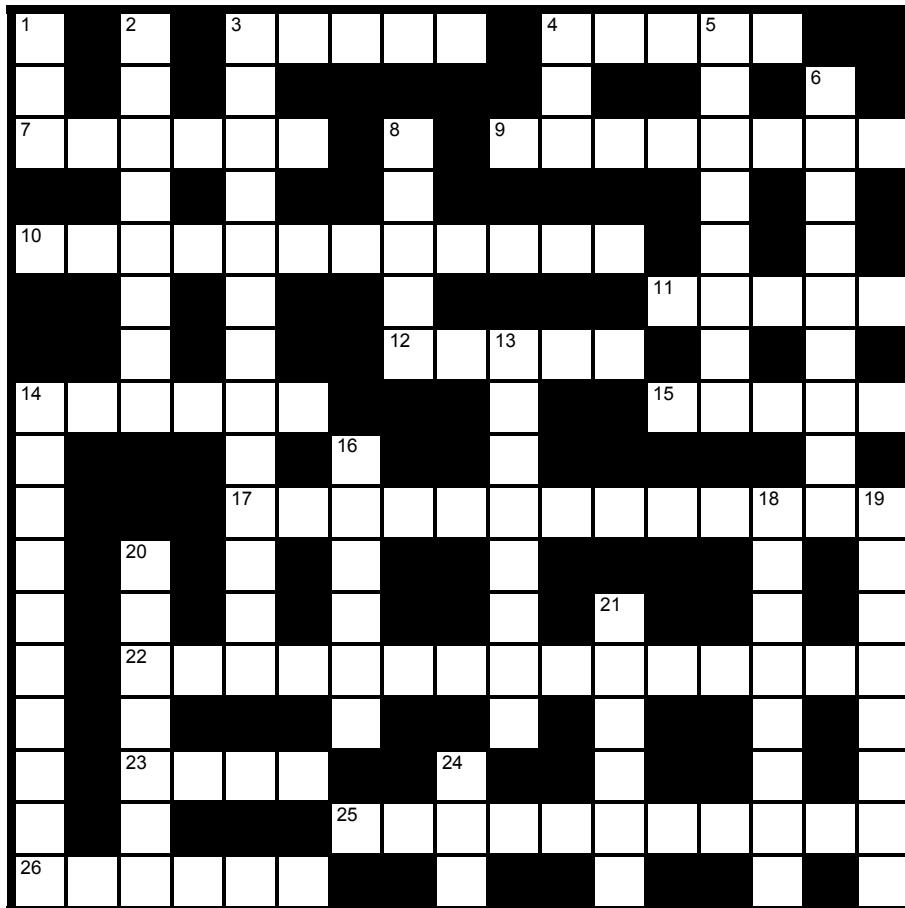


## 2004-06-10\_Franchising\_17x17

B.B. Huria



### Across

3 That's what the letter 'Q' in 'QSR' stands for. (5)

4 Compelling a franchisee to purchase one product as a condition to the sale of another. (5)

7 \_\_\_\_\_ Franchise: (a.k.a. Area Franchise) A franchise granted

to develop a defined geographical area. (6)

9 The site of the franchised or company-owned operation. (8)

10 The repayment of a loan by periodic payments of principal and interest. (12)

11 A name, term,

sign, symbol, design, or a combination of all used to uniquely identify a producer's goods and services and differentiate them from competitors. (5)

12 Of or belonging to or characteristic of a particular locality or neighbourhood. (5)

14 The termination of someone's employment. (6)

15 Country where franchising began. (5)

17 A franchise granted to

develop a defined geographical area. (4,9)

**22** Comprehensive guidelines advising a franchisee on how to operate the franchised business. (9,6)

**23** This acronym represents the disclosure document elaborating a uniform method of disclosure for the benefit of franchisor and the franchisee. (4)

**25** Knowledge in the possession of the franchisor that is revealed to the franchisee by the franchise transaction. (5,6)

**26** That's what 'R' in 'RoI' stands for. (6)

**Down**

**1** A form of distributorship in which you receive commission on your own sales and on the sales of others whom you sign up as distributors. (3)

**2** A party receiving the franchisee's product, using its services or purchasing its product for resale. (8)

**3** Qualification \_\_\_\_\_ is a document prepared by the franchisor to be completed by the prospective franchisee to provide initial information for determining whether or not the prospect is capable and motivated. (13)

**4** Being one more than one. (3)

**5** Total assets after subtracting total liabilities. (3,5)

**6** Formal conditions or promises that are written into transaction agreements. (9)

**8** That's what the letter 'S' in acronym 'SBC' stands for. (5)

**13** A process by which an outlet opens, struggles, sells out to the franchisor, the franchisor resells it to the new franchisee; it struggles, sells back to the franchisor and so on. (8)

**14** A person or entity issuing or granting a franchise or license. (10)

**16** Modified version and rather replacement of MODVAT aimed at reducing the cascading effect of indirect taxation on the products. (6)

**18** The category of business that a specific franchise belongs to. (8)

**19** To appraise the worth of a franchise. (8)

**20** That's what the letter 'P' in acronym 'PFF' stands for. (7)

**21** Compel to behave in a certain way or pay imposed fine or tax. (6)

**24** A charge imposed on incomes, sales, or property by a government for its support. (3)