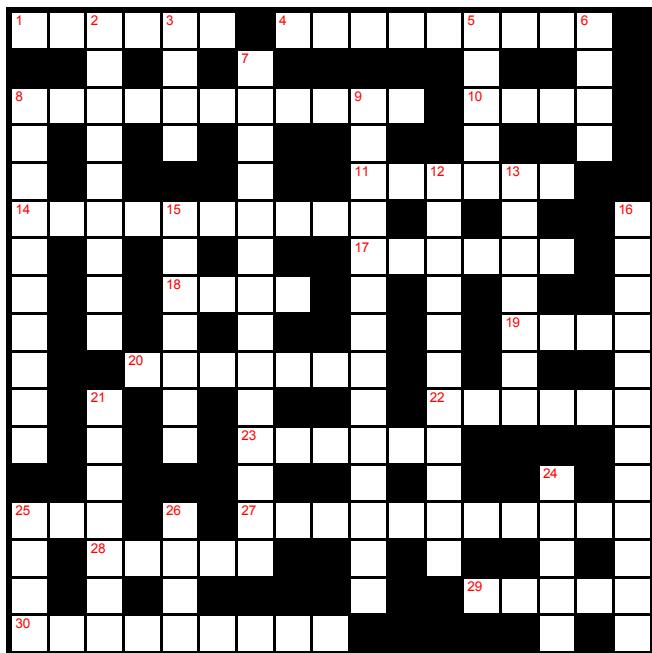


2005-04-11_Franchising_17x17

B.B. Huria

Across

- 1 To convert an indoor mall into an open-air shopping center where stores have street-level access, and which may also include non-retail buildings (such as apartments). (6)
- 4 Tending to contribute to a result. (9)
- 8 A toilet that is available to the public. (11)
- 10 A ready-to-assemble furniture major having facility at Chennai. (4)
- 11 It describes a broad movement in Western culture characterised by an individual eclectic approach to spiritual exploration. (3,3)
- 14 The branch of philosophy dealing with beauty and taste. (10)
- 17 That's what 'U' in 'USP' stands for. (6)
- 18 Possessing material wealth. (4)
- 19 A characteristic (habitual or relatively temporary) state of feeling. (4)
- 20 Shahnaz ___' is the latest brand to be launched by Shahnaz Hussein (Jan 2005). (7)
- 22 One of a number of things from which only one can be chosen. (6)
- 23 Relating to or associated with flowers. (6)
- 25 Investment by foreigners in our country. (3)



Down

- 27 Create your place/share in a market segment. (5,1,5)
- 28 Special advantage or influence. (5)
- 29 That's what 'P' in 'USP' stands for. (5)
- 30 Second 'R' in 'ICRIER' stands for _____. (9)
- 7 During a recession, the tendency for consumers to purchase small, comforting items such as lipstick rather than large luxury items. (8,6)
- 8 It is 99% perspiration and 1% inspiration. (10)
- 9 Aspects of marketing based on the anticipated tastes and desires of the consumers. (8-6)
- 12 Of or designating salaried professionals or clerical workforce. (5,6)
- 13 A person devoted to refined sensuous enjoyment (especially good food and drink). (7)
- 6 Formal systematic questioning. (4)
- 15 Congruity of opinions, processes and actions with one another and with the whole. (7)
- 16 An urban area with an above-average concentration of high-end stores and affluent housing; any prosperous area or situation. (6,6)
- 21 Believing in the worst of human nature and motives. (7)
- 24 Harsh or corrosive in tone. (5)
- 25 Gathering of producers to promote business. (4)
- 26 An operation that segregates items into groups according to a specified criterion. (4)