

2005-04-18_Franchising_19x19

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Across

- 2 The principles and methods of instruction. (8)
- 6 Buying and selling commodities for small quick profits. (8)
- 9 That's what 'I' in 'FDI' stands for. (10)
- 10 Mercantile establishment consisting of a carefully landscaped complex of shops representing leading merchandisers. (5)
- 11 An intangible asset valued according to the advantage or reputation a business has acquired (over and above its tangible assets). (8)
- 13 An opening remark intended to secure an advantage for the speaker. (4)
- 14 An indication of potential opportunity. (3)
- 15 That's what 'K' in 'SLK Convention Centre" (a part of ICC, Pune) stands for. (9)
- 16 Ceremonial elegance and splendour. (4)
- 19 A habitual or characteristic mental attitude that determines how you will interpret and respond to situations. (7)
- 21 Title of the trade exhibition organised by DTCM of Dubai in Mumbai in December, 2004. (3,2,5)
- 23 A visual representation (of an object or scene or person or abstraction) produced on a surface. (4)
- 24 Any thing, device, product, idea, etc. that helps alleviating the stress otherwise being experienced by someone. (6,6)
- 26 That's what 'F' in 'FMCG' stands for. (4)

- 27 The discipline dealing with the principles of design and construction and ornamentation of fine buildings. (12)
- 28 Ostentatiously showy and flashy. (6)
- 30 Completely lacking. (6)
- 32 Scenery hung at back of stage. (8)
- 33 Having a theme. (6)
- 34 Engagement without restraint in an activity and indulge, as when shopping. (5)
- 35 The organized action of making of goods and services for sale. (8)

Down

- 1 Surplus availability (of goods, services, etc.). (6,6)
- 2 Payment required for not fulfilling a contract. (7)

- 3 A distinguished female operatic singer. (4)
- 4 United States liquid unit equal to 4 quarts or 3.785 litres. (6)
- 5 A formal association of people with similar interests. (5)
- 6 Having your attention fixated as though by a spell. (10)
- 7 A stage in the process of project implementation before the commencement of operations. (3-9)
- 8 _____ Franchise Organisations have a much higher a much higher probability of generating information and knowledge and using the same for strategic advantage. (7)
- 12 Skill in an occupation or trade. (11)
- 16 Keenly distressing to the mind or feelings. (8)

- 17 A central cohesive source of support and stability. (8)
- 18 _____ store: A store that sells only a single brand of merchandise. (6-5)
- 20 Brand _____: The ability of a brand to respond to physical or emotional stimuli. (11)
- 22 That's what 'D' in 'FDI' stands for. (6)
- 25 The fast-food-that's-good-for-you restaurant of Matt Phipps. (6)
- 28 Articles of commerce. (5)
- 29 'G' in 'WGC' stands for _____. (4)
- 31 A ready-to-assemble furniture major having facility at Chennai. (4)
- 32 A counter where you can obtain food or drink. (3)

