

## *List of Figures*

<b>Chapter 3</b>	
Figure 3.1 Structure of the Jewellery Industry in Siliguri	72
<b>Chapter 4</b>	
Figure 4. 1 Structural Aspect of Franchise	117
Figure 4. 2 Functional Aspects Franchise	117
Figure 4.3 Structural and Functional Hierarchy of P C Chandra Jewellers Direct Showroom in Siliguri	119
Figure 4.4 Location of Tanishq Jewellery under Tata Group	129
Figure 4.5 Structure of Partnership Business Tanishq	130
Figure 4.6 Organisation Chart of Siliguri Tanishq Jewellery	131
Figure 4. 7 Organisational Structure of M P Jewellers Siliguri	141
<b>Chapter 5</b>	
Figure 5.1: Perpendicular form of Brand Preference	184
<b>Chapter 7</b>	
Figure: 7.1: Kinship Relation 1	228
Figure: 7.2: Kinship Relation 2	228
Figure 7.3: Kinship Relation 3	229
Figure 7.4: Kinship Relation 4	230