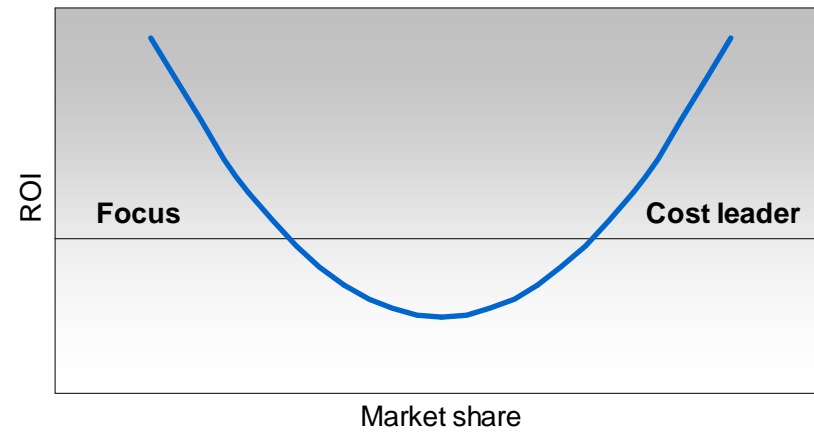


## ***PORTER CURVE***



Strategic position is a critical success factor.