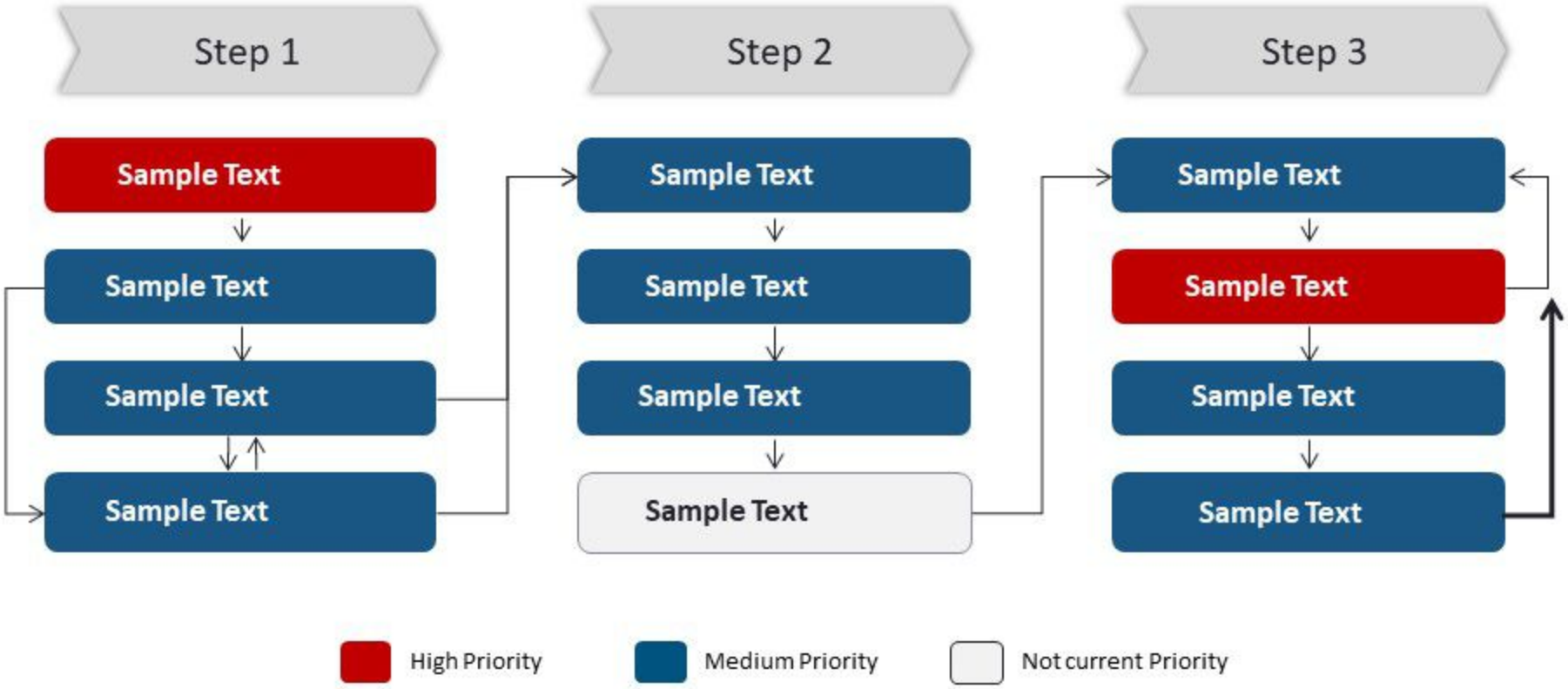Business Action Plan