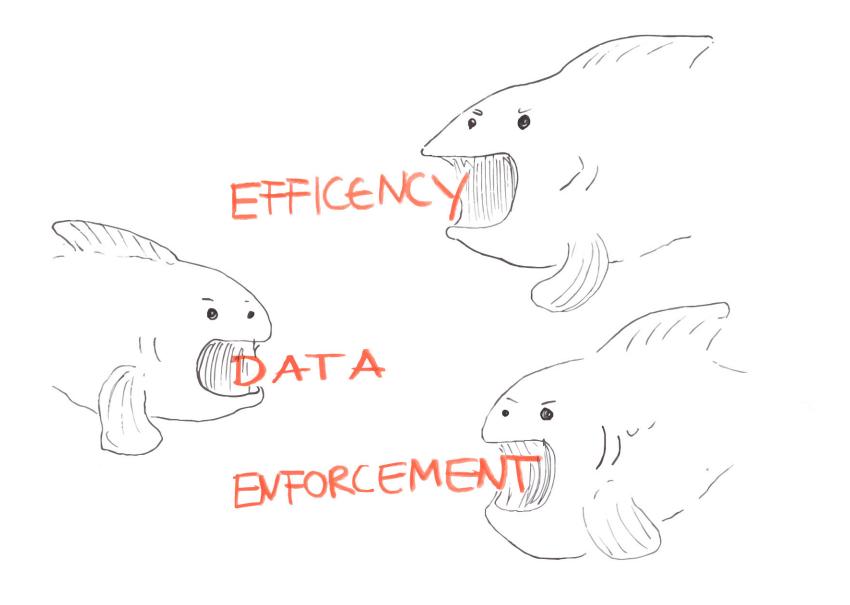




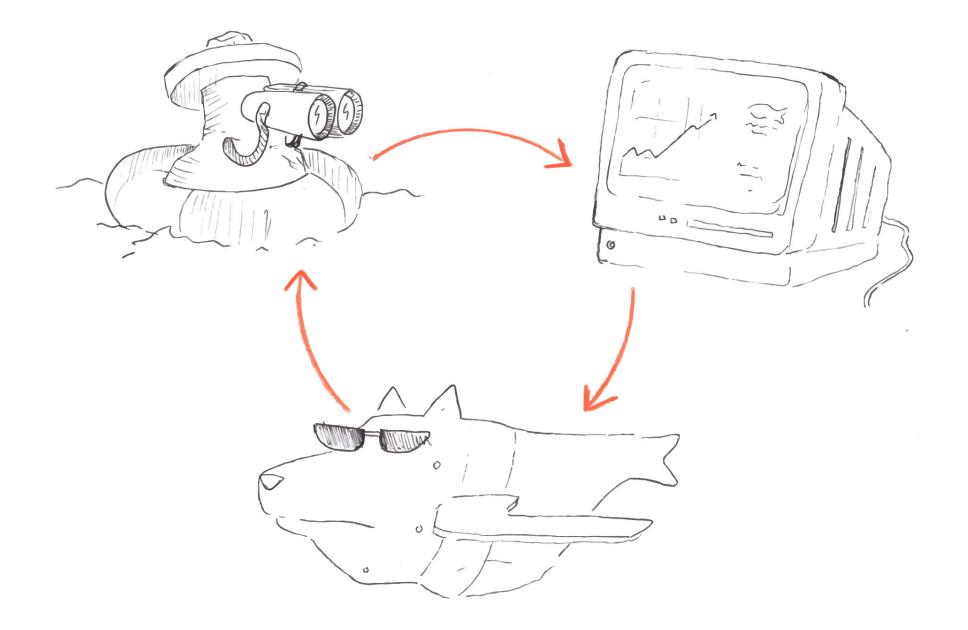


## COSTUMER SEGMENTS

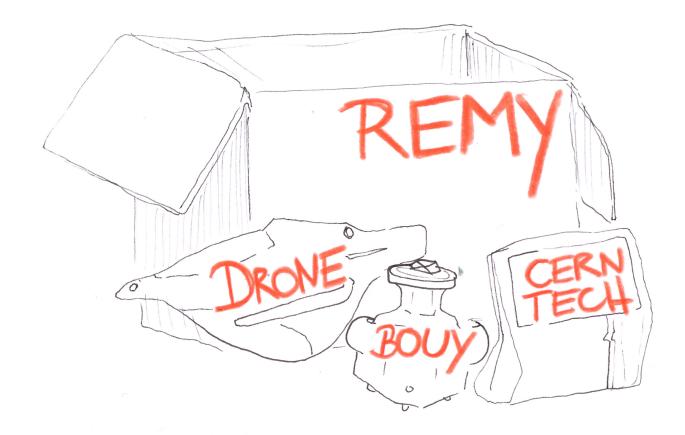


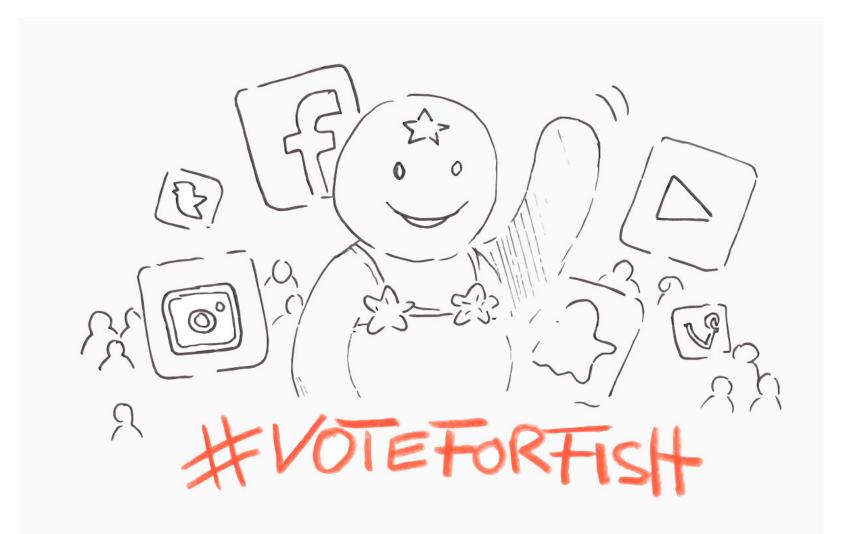


 $\gamma q_{i}$ 

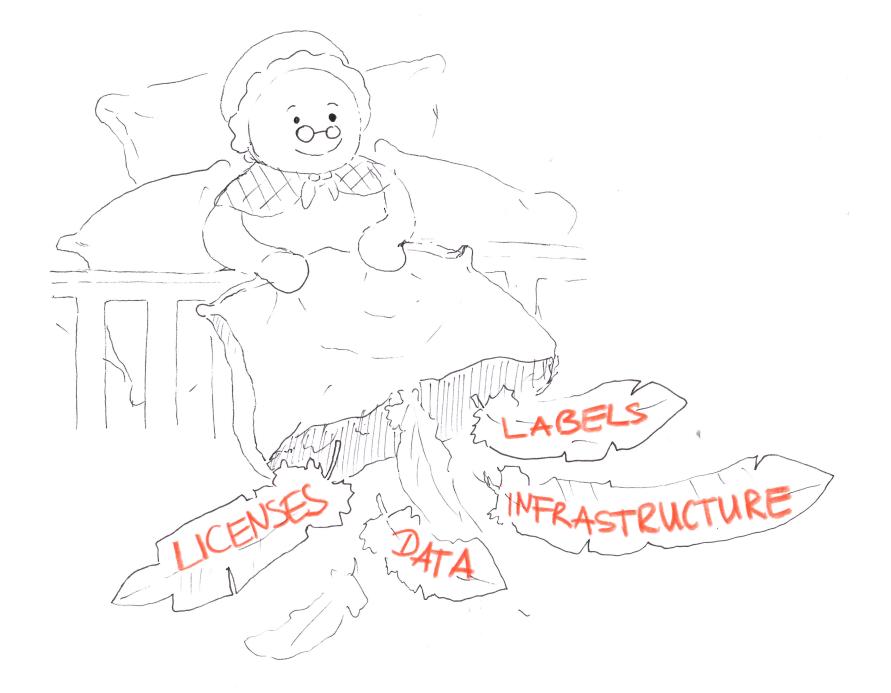








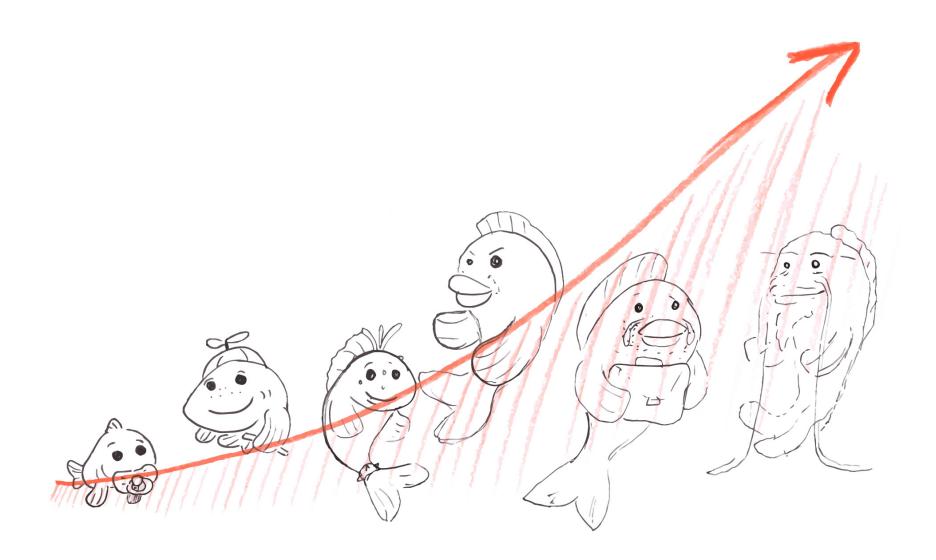






## COST STRUCTURE

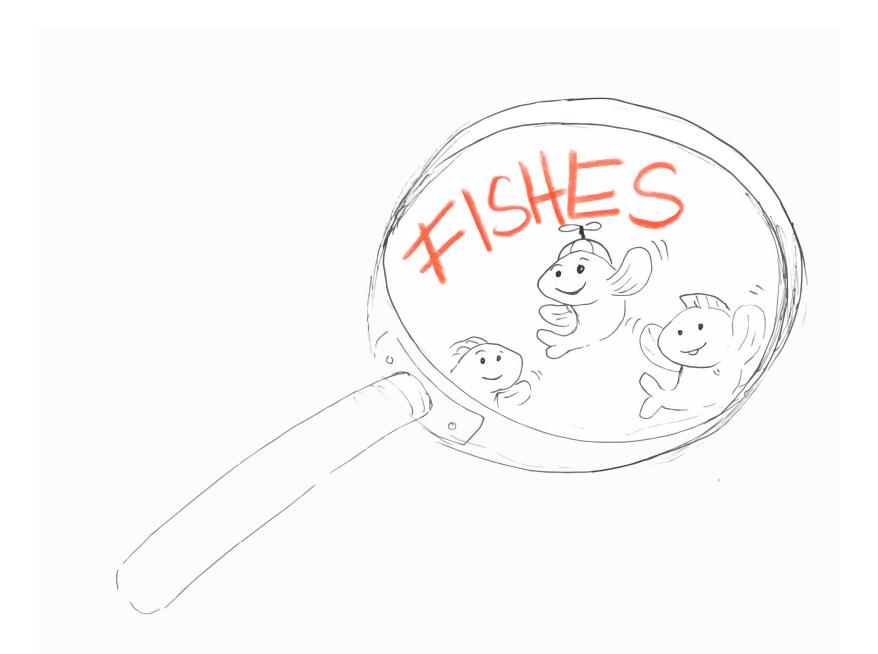












## UNFAIR ADVANTAGE



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