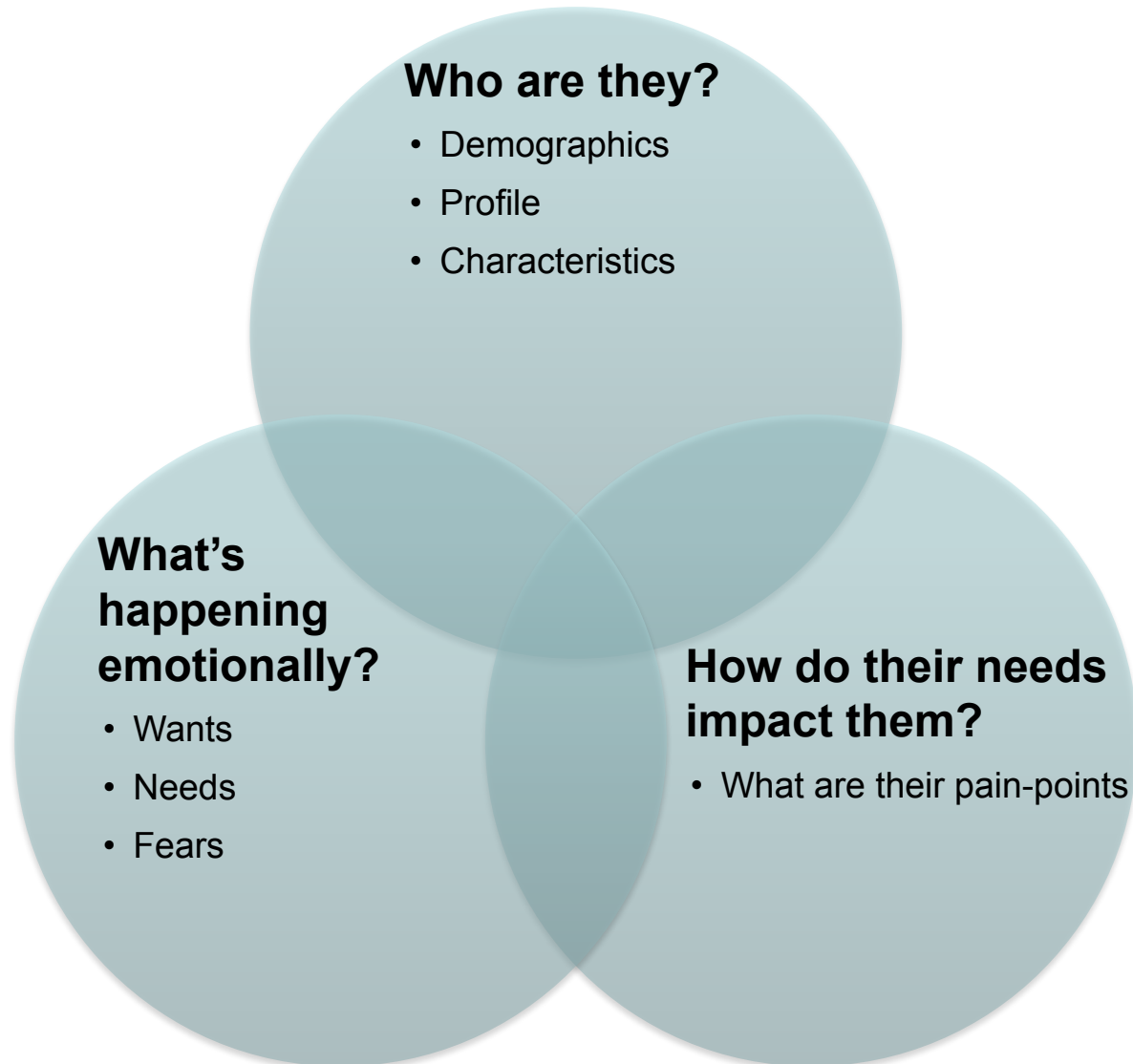


DEVELOPING THE CUSTOMER VALUE PROPOSITION...

1. By understanding the consumer/customer...



2. We can design the offer...

