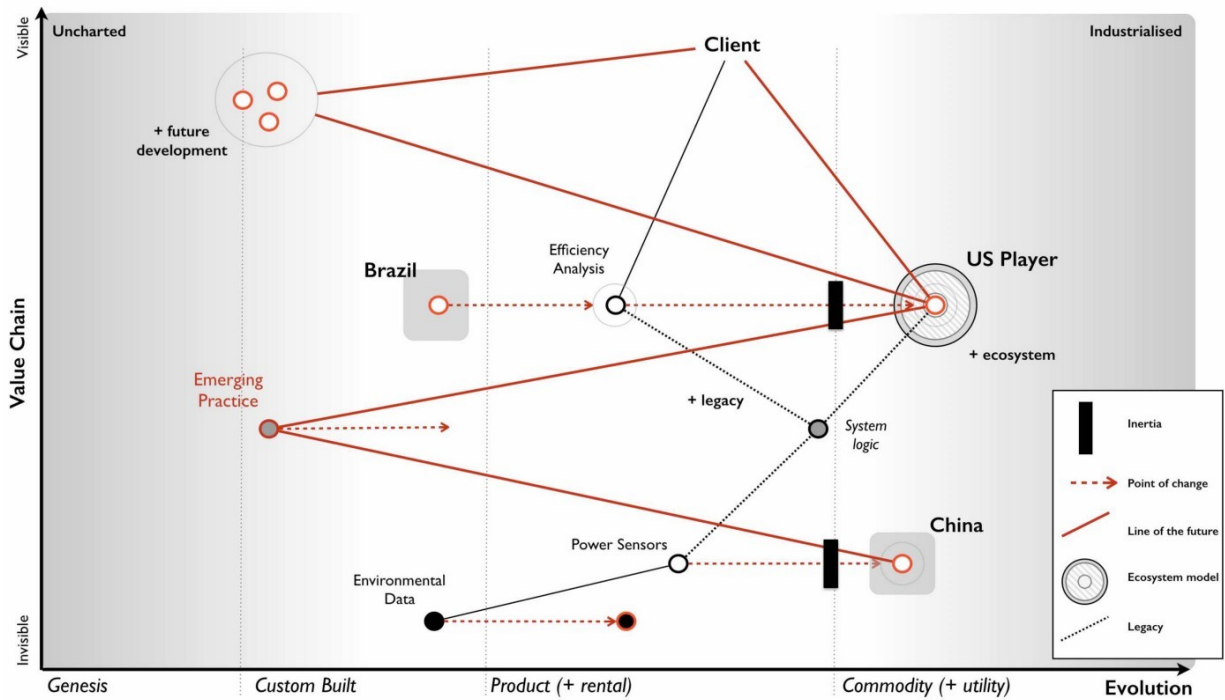


Figure 176 — The Map



Examining the strategy

With our map in hand, let us now look at the strategy of the company. I've marked on each point which relates to the strategy in figure 177 and we will go through each in turn.

Figure 177 — The Strategy