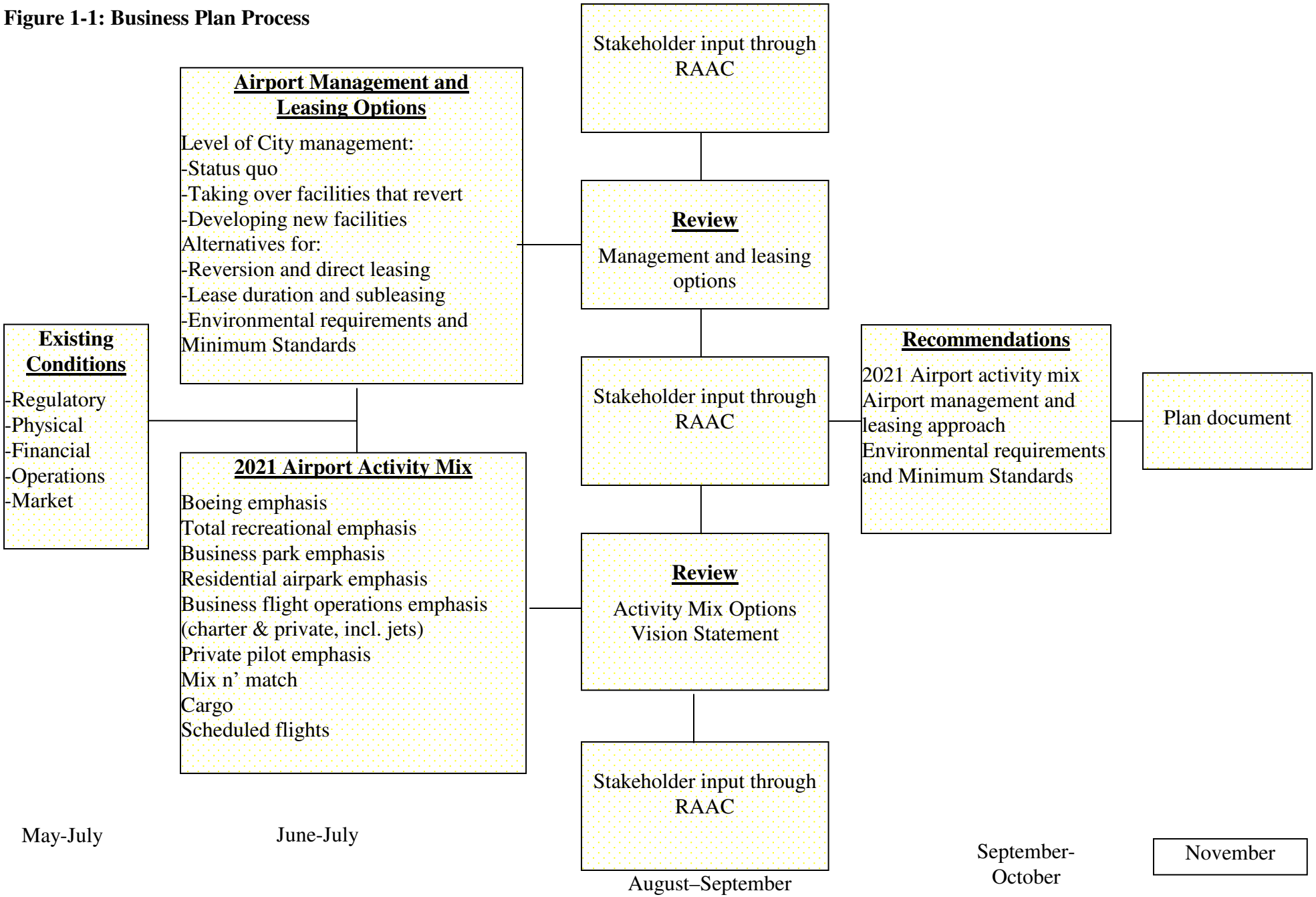Figure 1-1: Business Plan Process