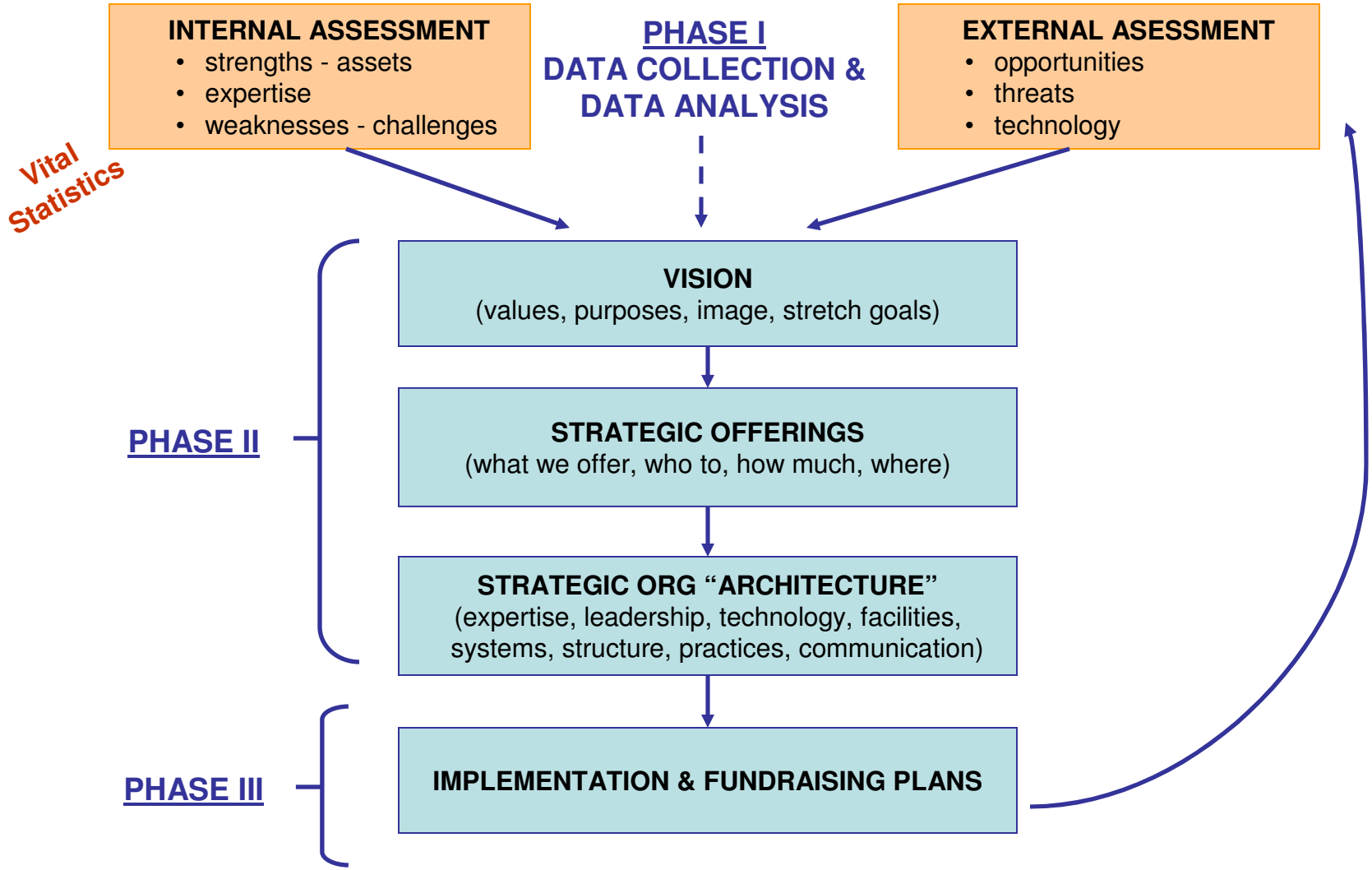Strategic Planning Process