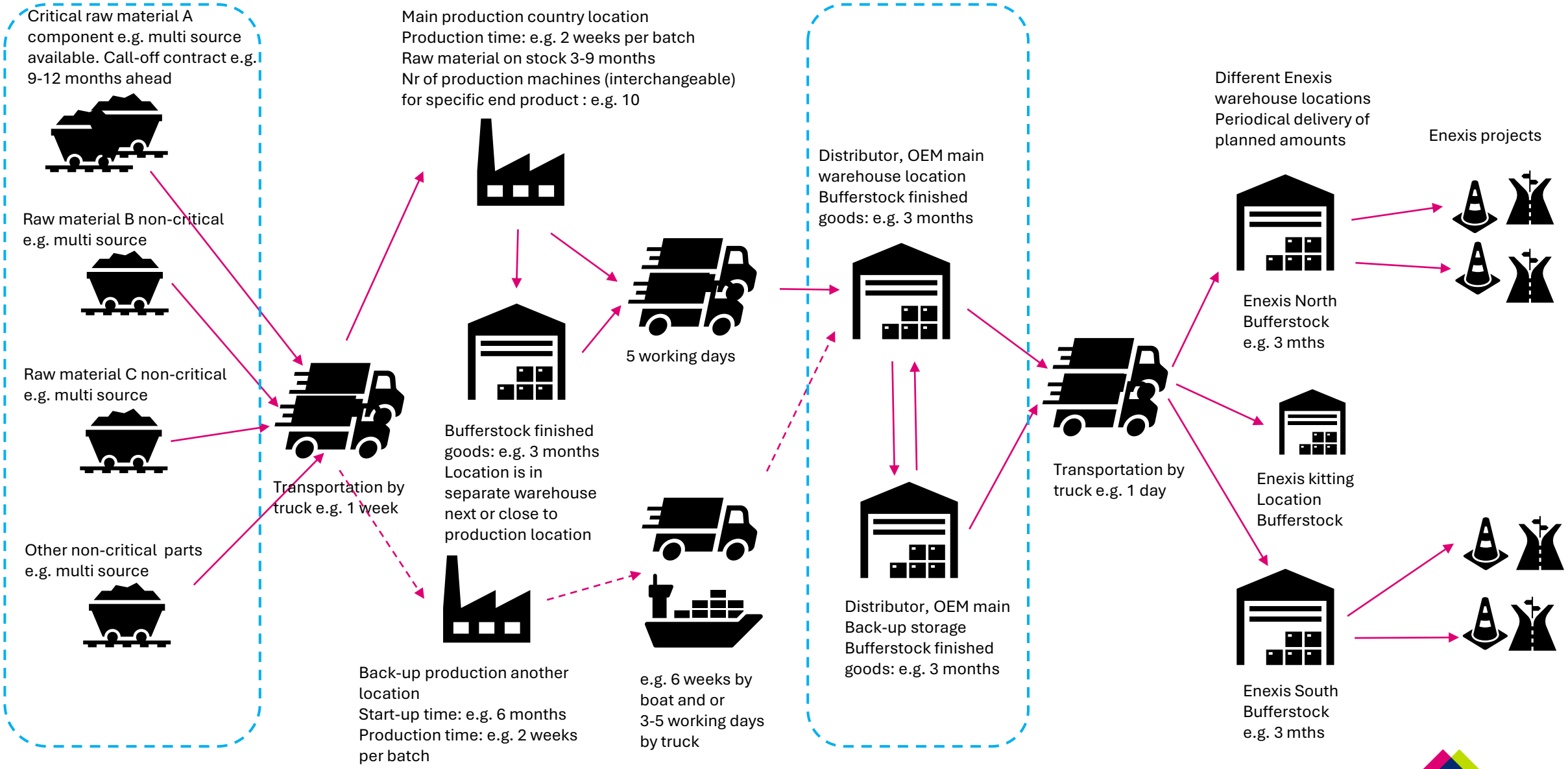EXAMPLE: SUPPLY CHAIN STRUCTURE & STRATEGY