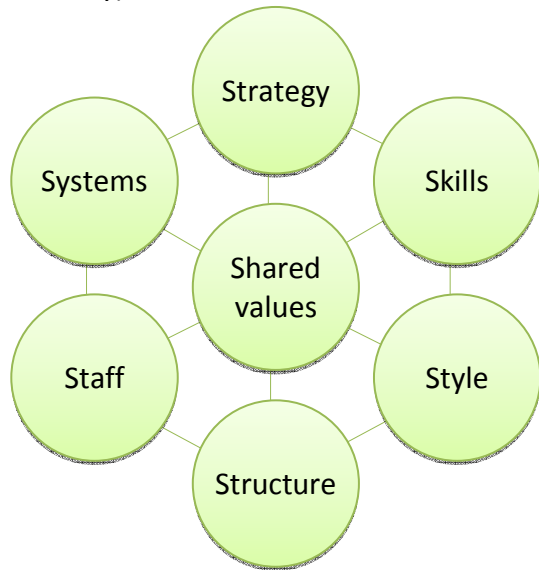
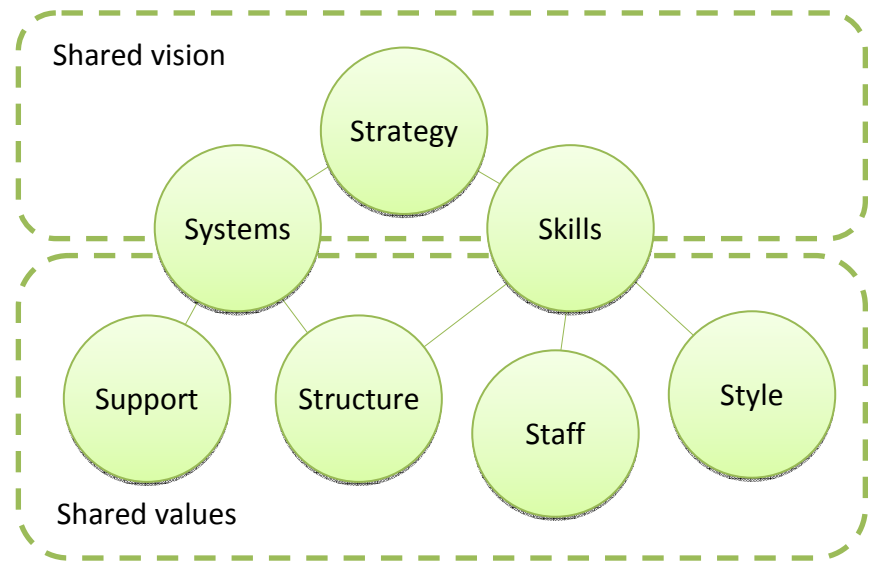


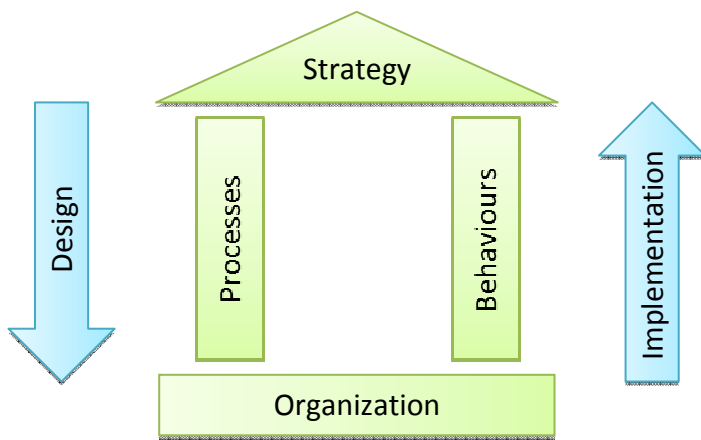
**7S** (McKinsey)



**9S** (AB's proposal)



**Simple** (for Barilla)



**5P** (new proposal)

