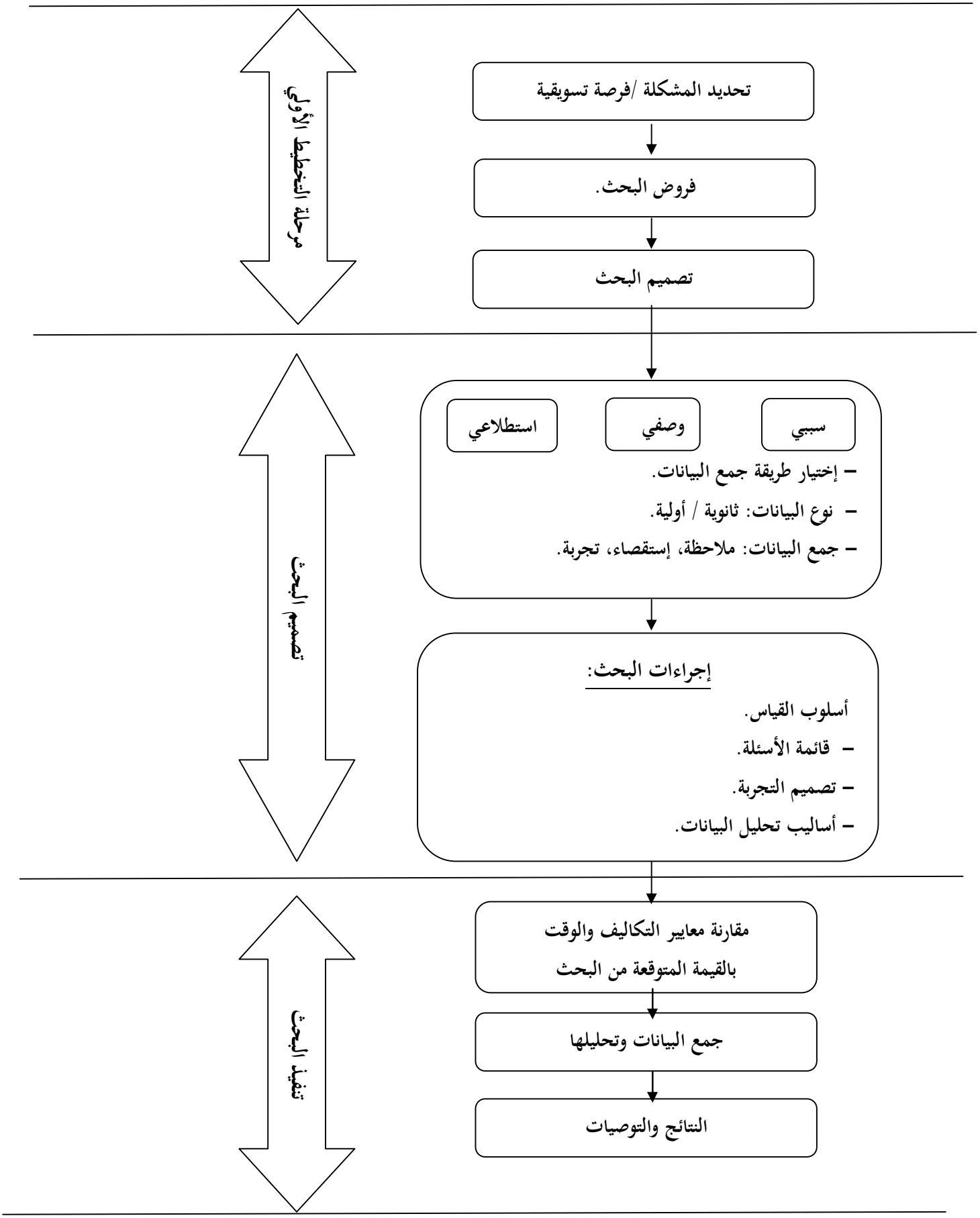مخطط بحوث التسويق