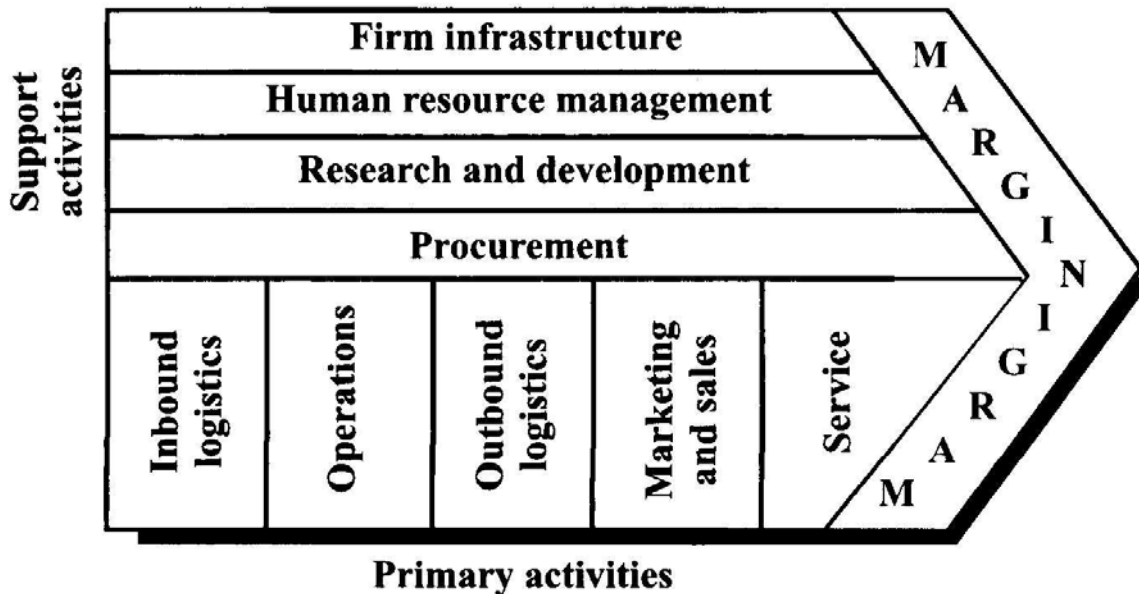


**Figure 2     Porter's Value Chain**



*Source: Porter 1980*