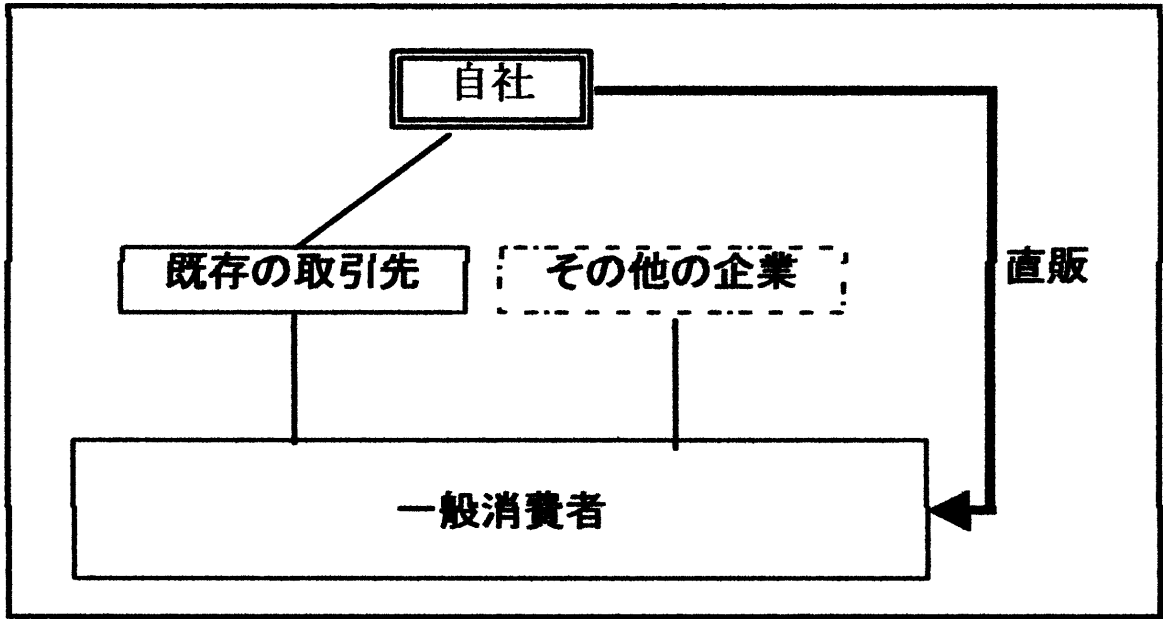まったく新しい市場開拓