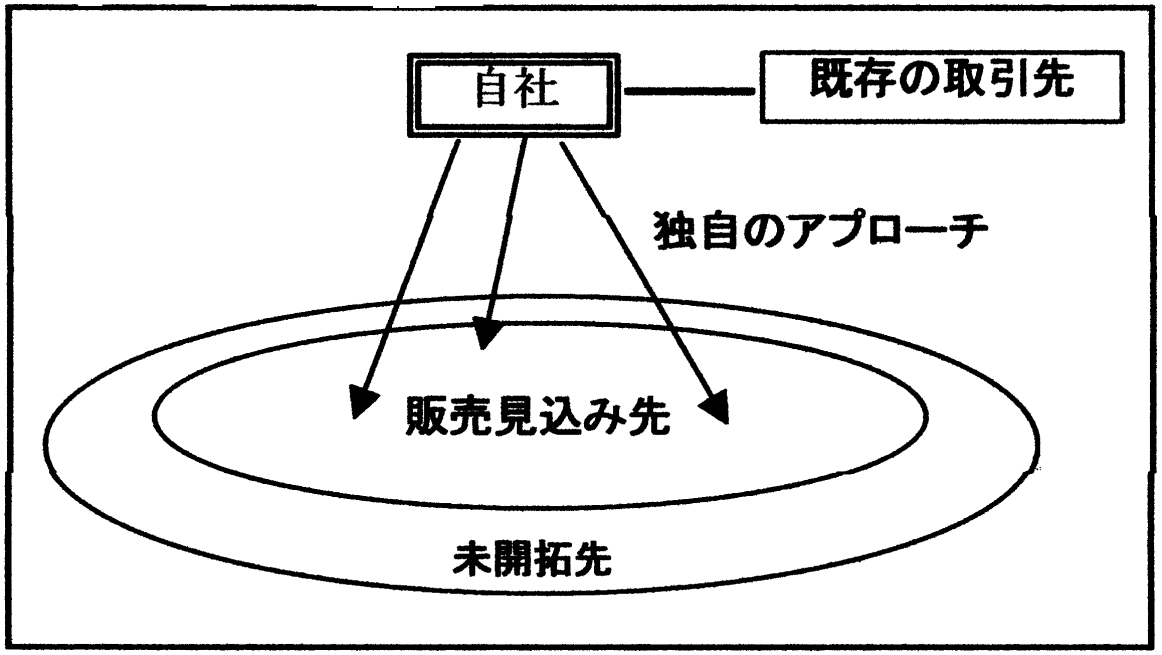自社独自での販路開拓