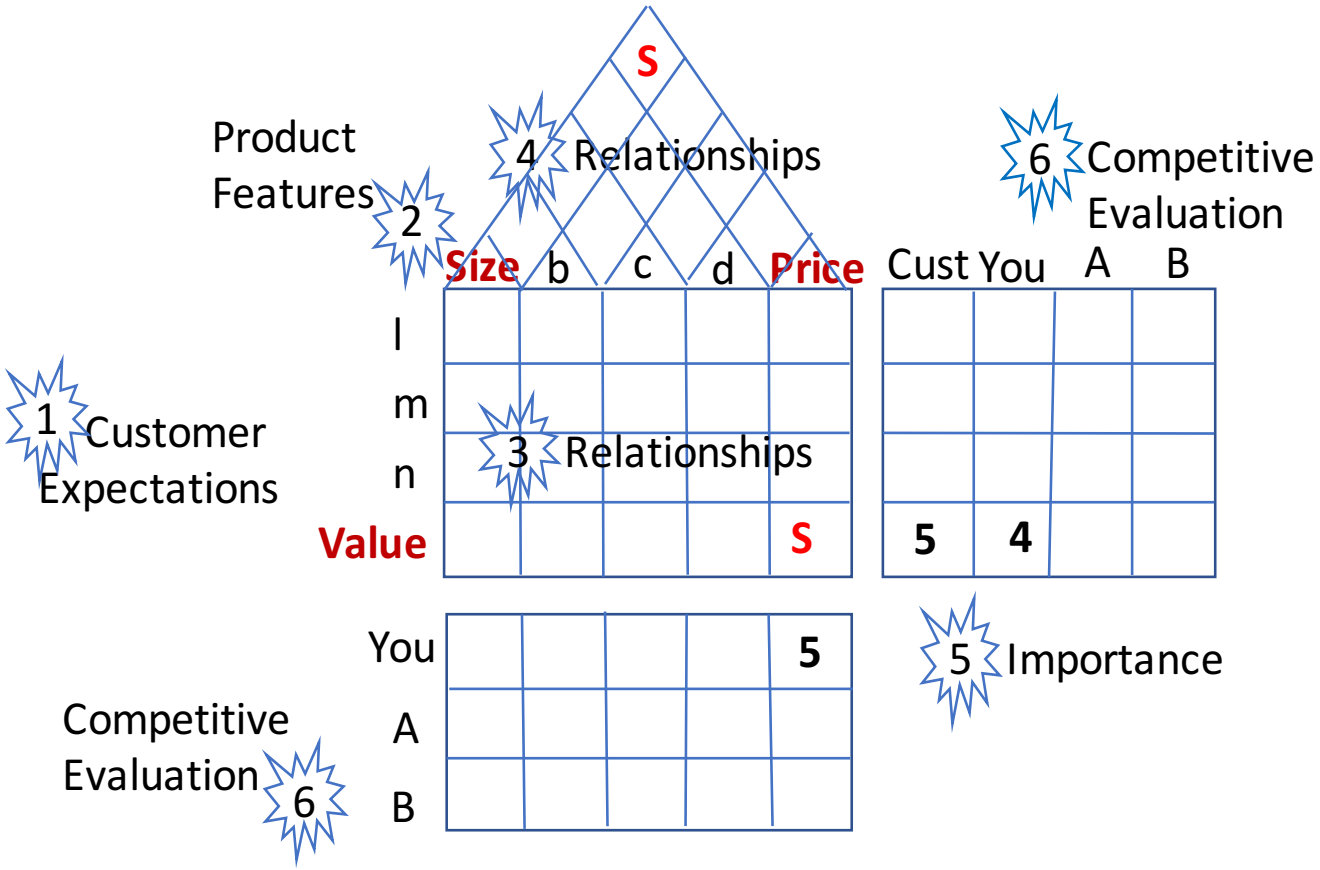
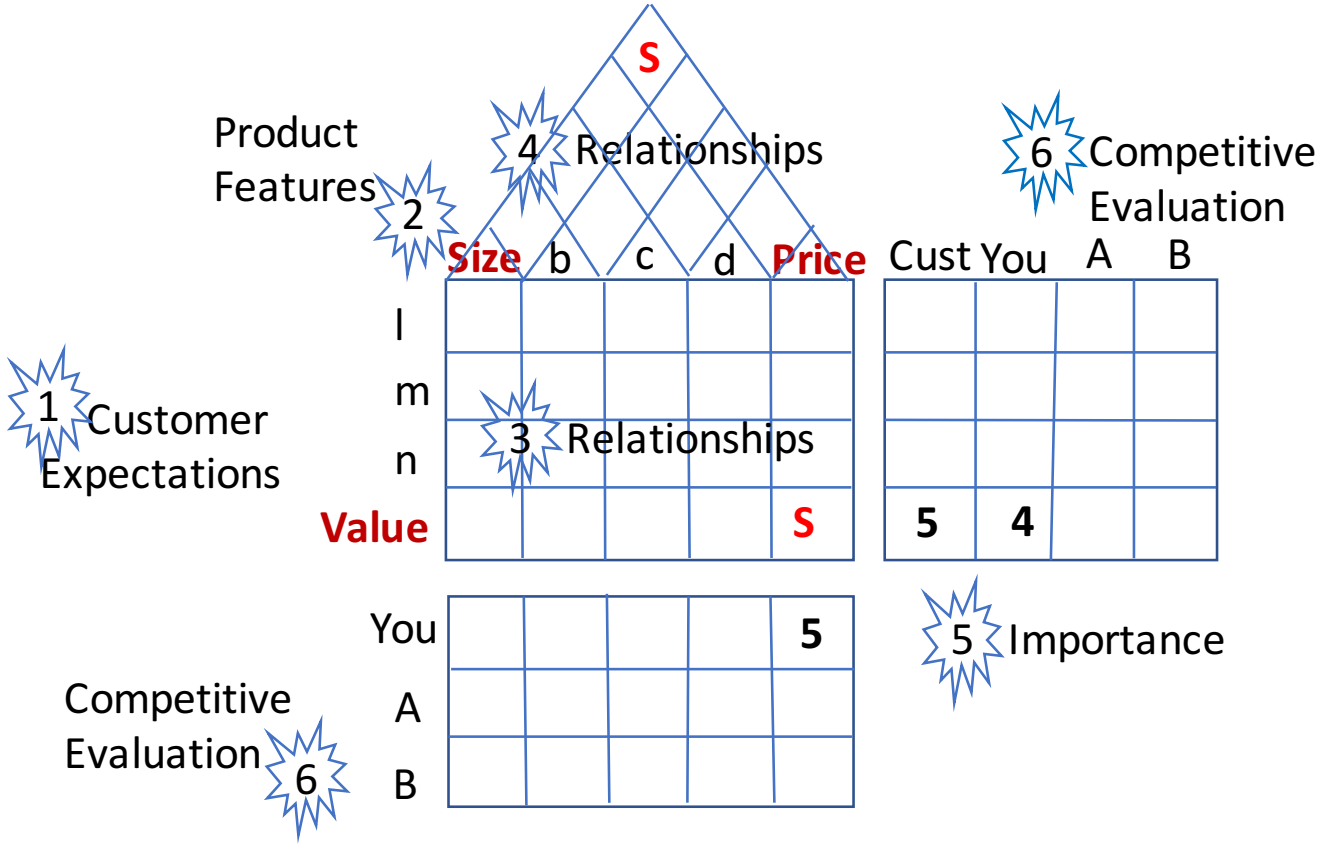


S = Strong relationship
W = Weak relationship
= No relationship

5 = High importance
1 = Low importance

Cust = Your customer
You = Your company
A = Your competitor
B = Another competitor



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