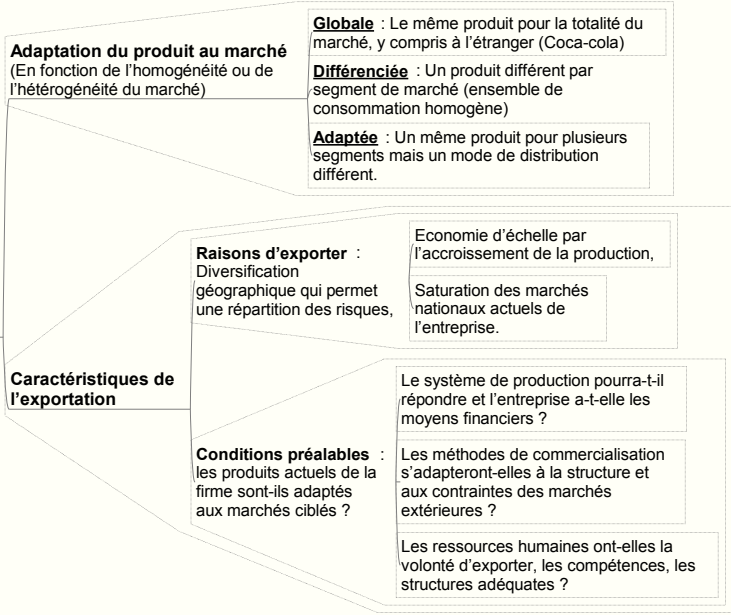
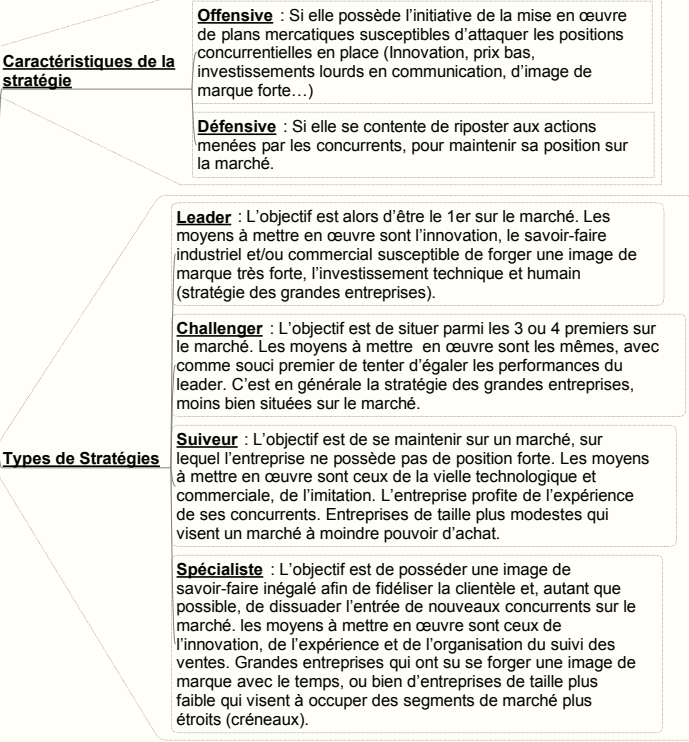


# STRATEGIE GENERALE

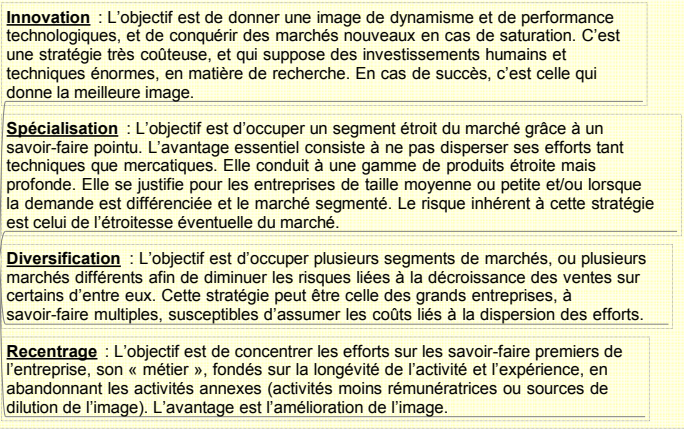
## FACE AU MARCHÉ (Couple produit/marché ou/et choix de la taille du marché)



## FACE A LA CONCURRENCE



## FACE AU PRODUIT



## FACE AUX PRIX

