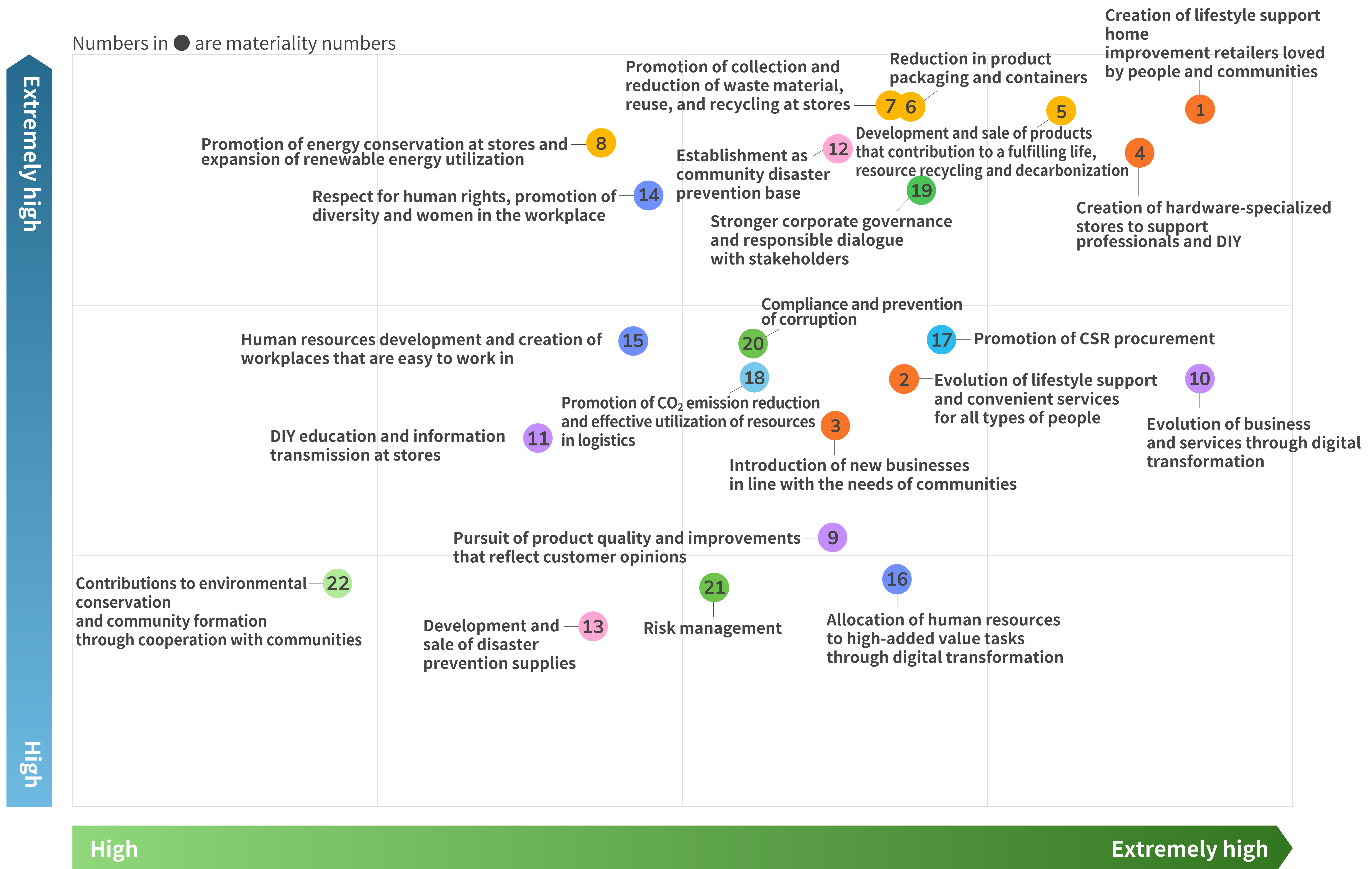


Importance from stakeholder's perspective



Importance from management perspective

