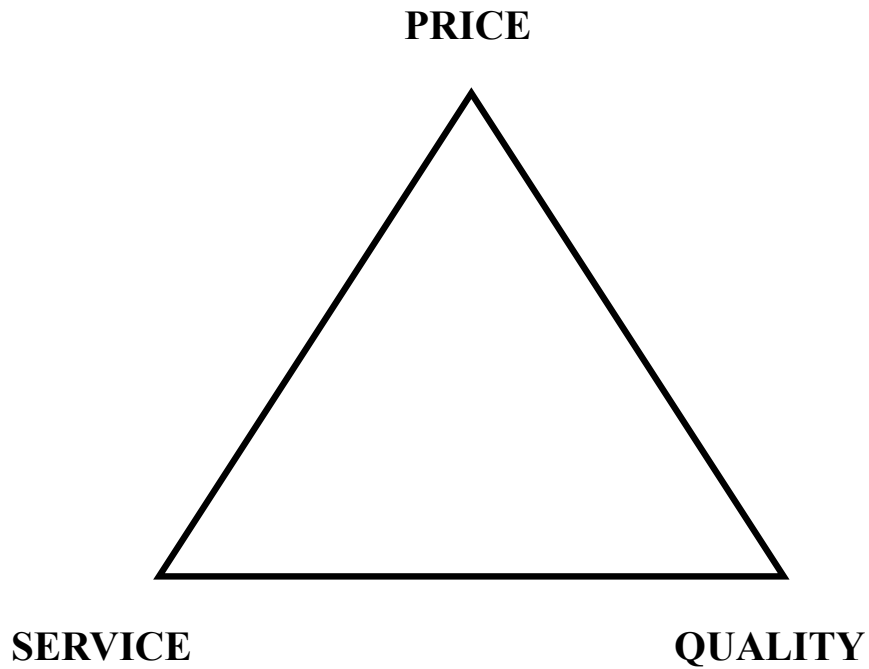


THE MARKETING DILEMMA



THE DILEMMA: WHERE TO POSITION THE BUSINESS IN THE MARKET IN RELATION TO THE COMPETITION.