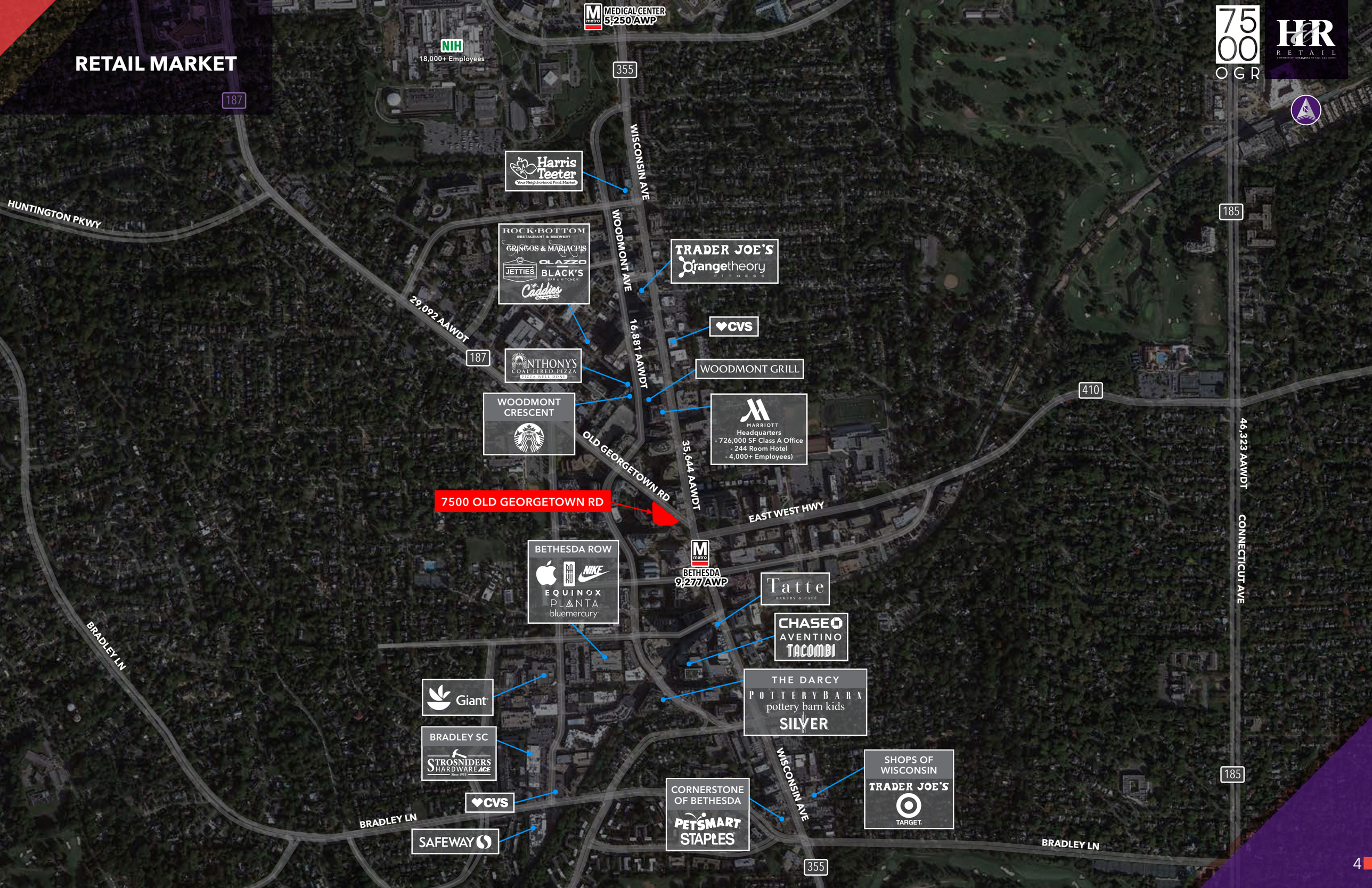# RETAIL MARKET