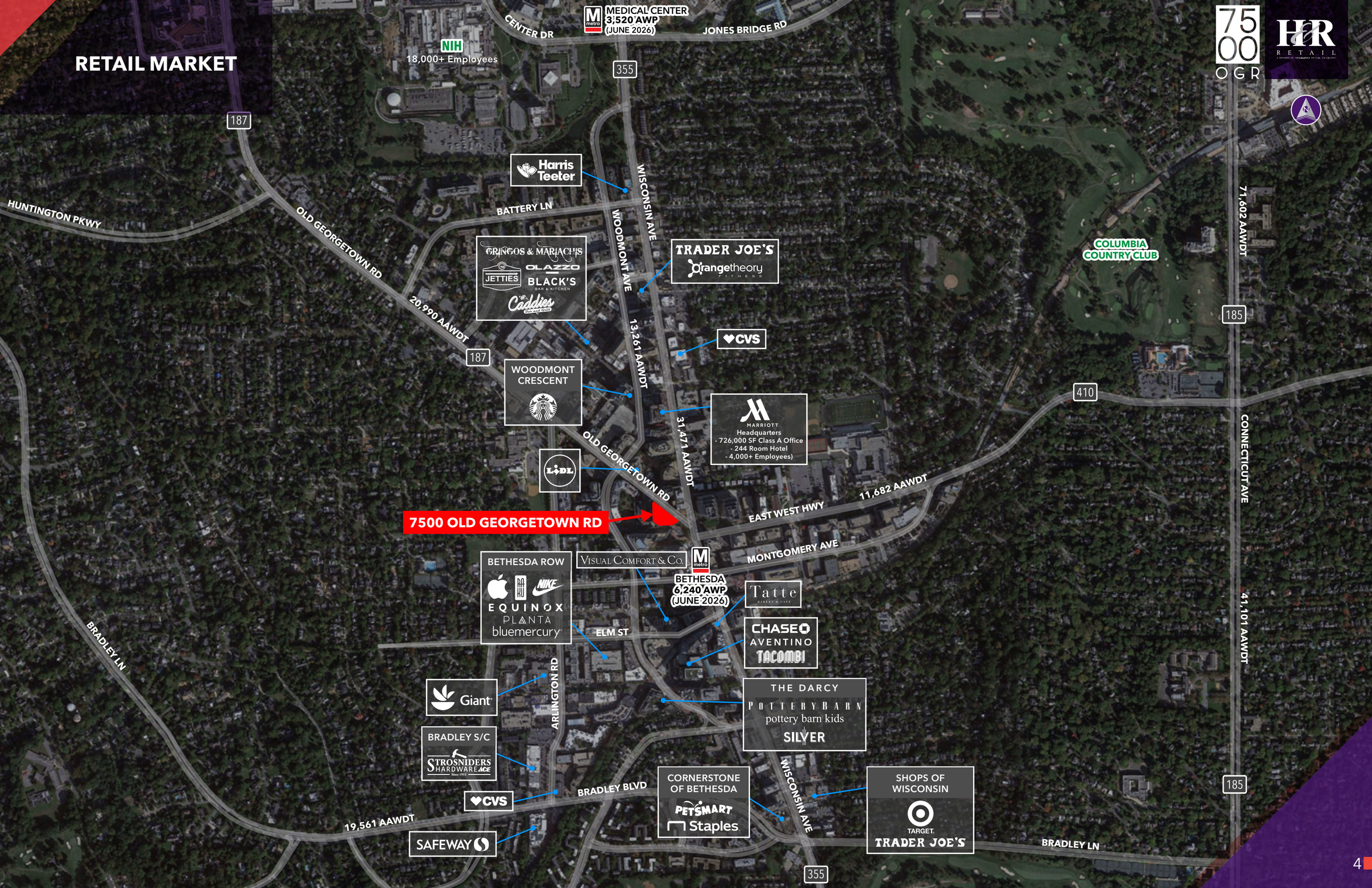RETAIL MARKET