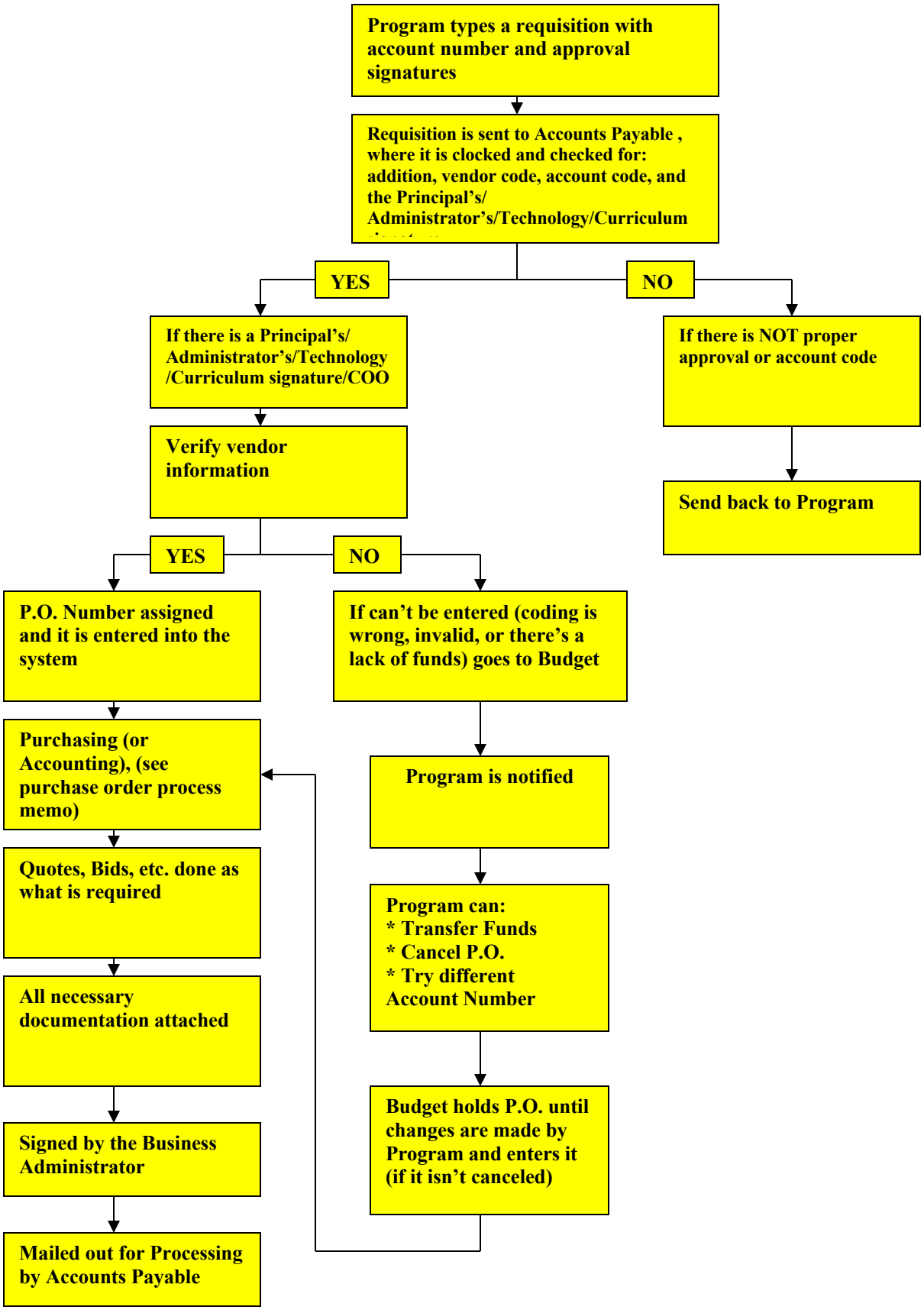PURCHASING CYCLE