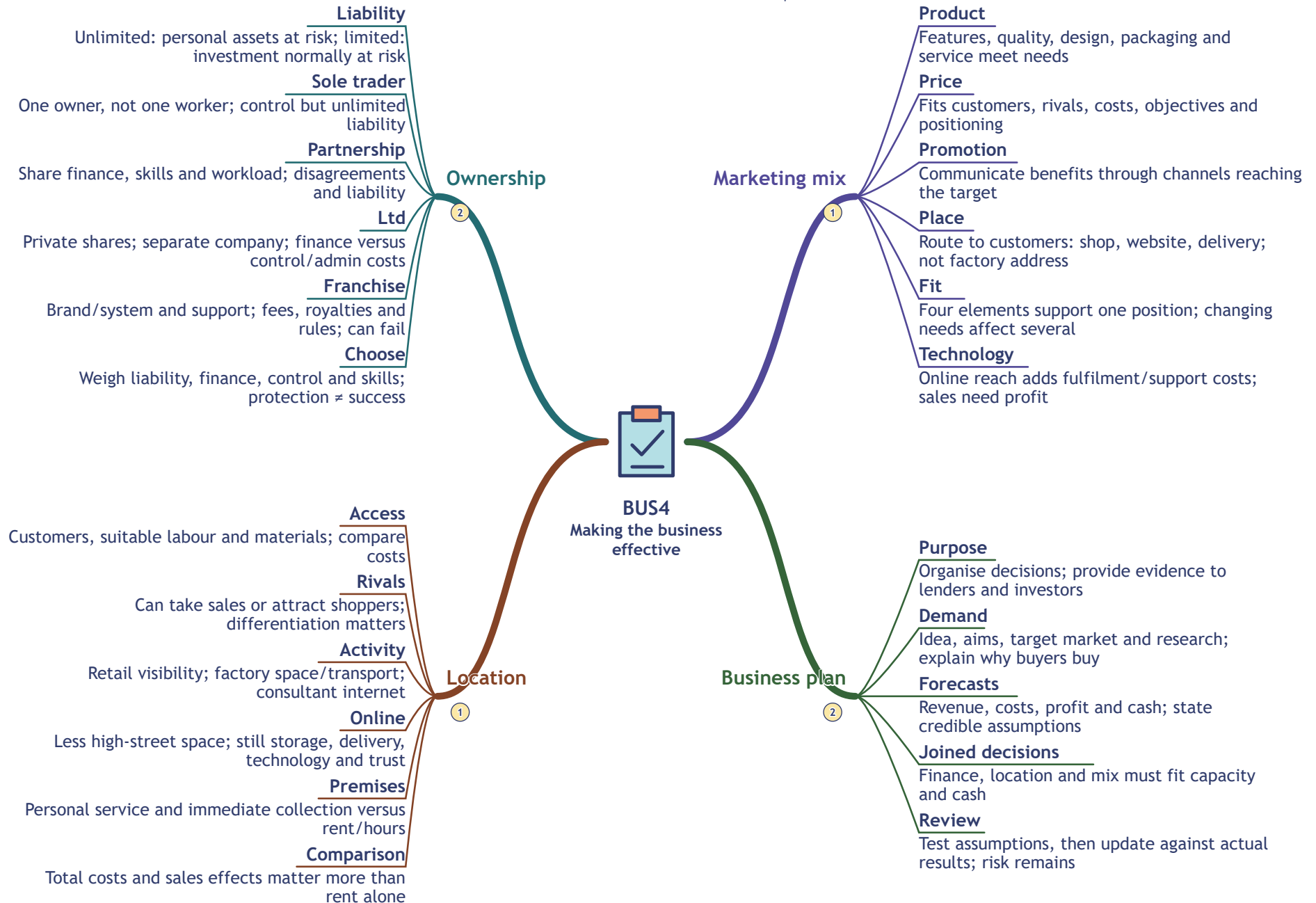




1. Location → Marketing mix: Access and delivery shape customer convenience
2. Business plan → Ownership: Finance needs must fit control and ownership choices