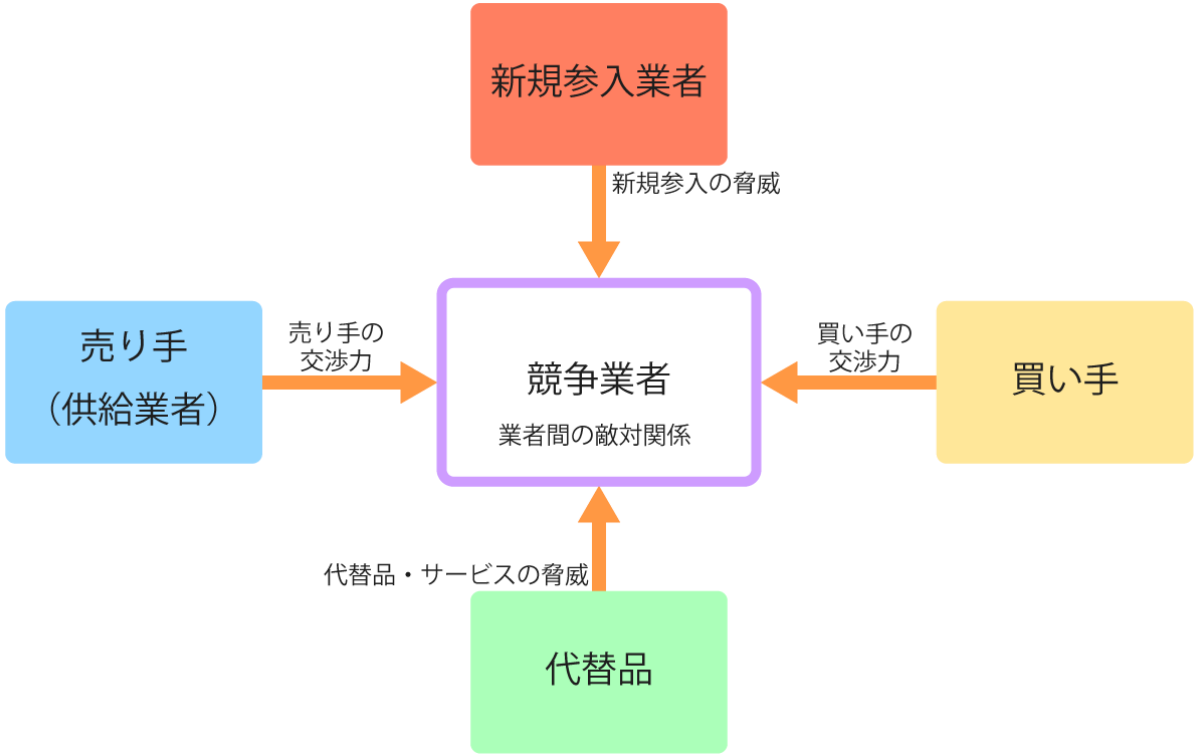ファイブフォースモデル