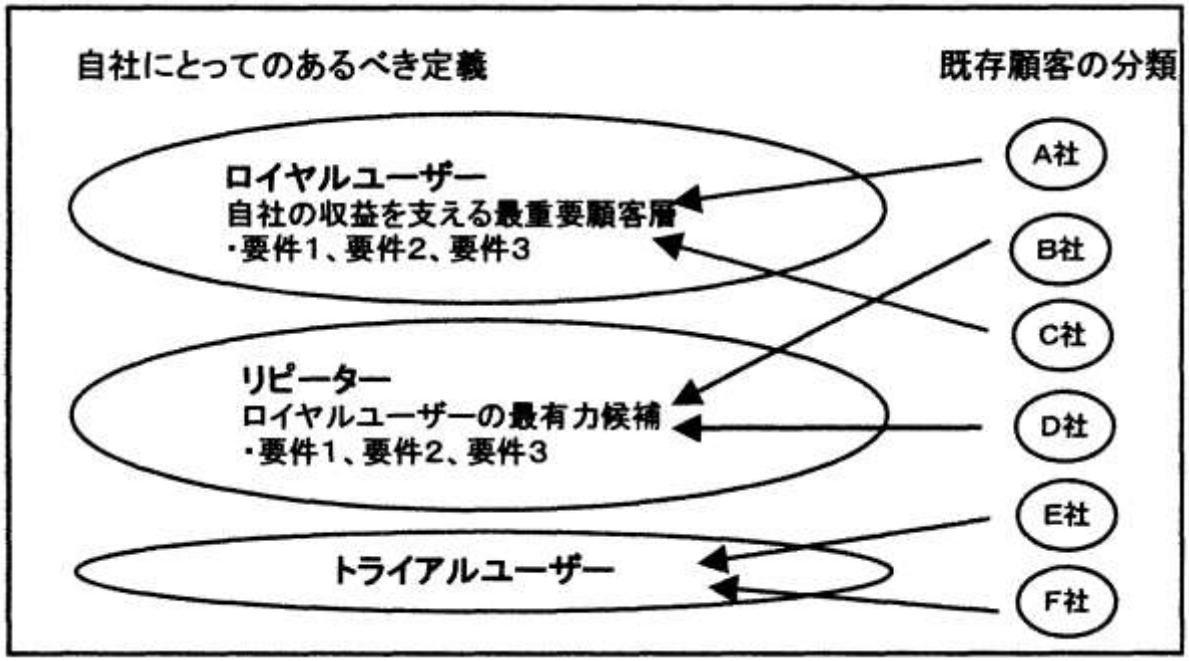自社にとっての各グループの定義と既存顧客の分類