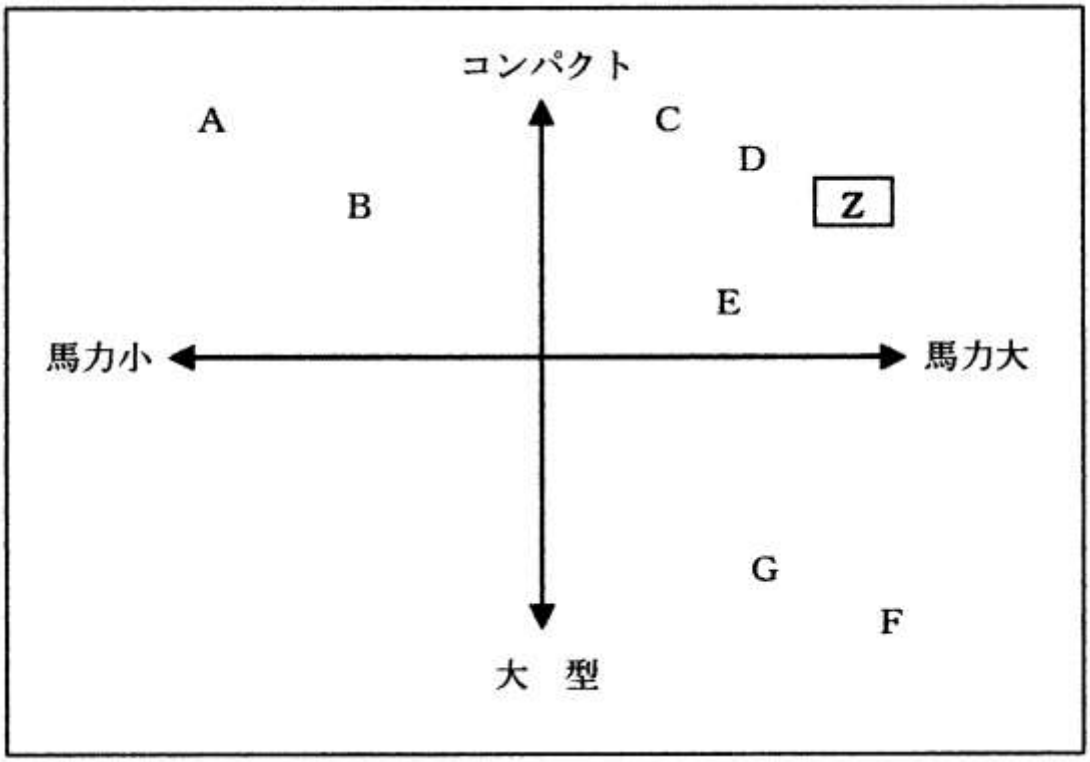製品ポジショニングの例