

# 湖南商务职业技术学院 学生专业技能考核标准

## 市场营销

2020年7月

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1 ° I P C0&

8 p:[K6 ´ I P .7 Æ 63070

2 °F8+^ /B—

Q 6, ž I ^2f" P a4Ý œ+U >

Ó æ b I P ð f / ± ï ~ ,FPEýAô5æ 8 pB9.J = | xB> Z = Ý ÷ ÞK6 =  
 :[K610E H =AôAx æ ÷ ž\$VF%o ´4õ @4õ A5 > µ Þ µ ï ~1•5 ` ¶7369 n W  
 • ,#•B œ+U,° 8 pB9.J ="ÕFP ...B9 = Ý ÷ ÞK6 = | x#sB> = æ ÷ Þ µ =  
 :[K6 ½ ~10E H = æ È %o •!ë Ê+^ = Ø m C x1•6, P73 Ñ ,69 œ+U LU ...  
 ' = ù\* <B9F8 = ,L\*1x\* < = F b Ý I =?ú99/r =8 íM• =# Á EAü =  
 C^H EAü = Ø m C x EAü1•6, P3V ± Ç K 2 œ W Ö p I P • œ 0 b — , 0  
 Aô , \$' LB40A • œ oMÿ , p L ÔD+ • œ)â8 , Ô p œ+U Q æ Q P73 Ñ , ù  
 F œ+U ` ] L < , Q I P 0Aô"j © , }B40A • œ,° ? ~ ] , / ±F8  
 Ê ¥ , <M6?.,° 8 p:[K6Q 3VC^ ¶ e ¶73 ð f >

b = ü § < p 5 ] W • ´ 8 pB9.J = | xB> Z = Ý ÷ ÞK6 =:[K610E H =  
 æ ÷ ž\$VF%o Þ µ µ8 ` N^- \$ ´ AôAx B9.J ï ~ = æ ÌB9.J Û € = Ý ÷ ÞK6 =  
 | x B> Z =AôAx ç ©#q Þ ï ~ = I Ð ùK6#q Þ10E H ï ~ =AôAx æ ÷ æ È %o  
 :[K6 Þ µ ï ~ ´ 4õ @ p q ,4õ A pE» µAôAx æ ÷ Þ µ ï ~ ´4õ A p q =4õ  
 @ pE» µµ ¬ c | xB> Z D Ý ÷ ÞK6 p pB +)æ p '69 n ï E , ¬ • }  
 p pB 69 n ï E > o æ W • c69 n N^- \$ C B ,H &i69 n œ+U /B N^- \$ v û  
 N± Â ,° ¶73 Â?."x , B 6 W • C B69B N^- \$,° ¶73 ÝH &i ? v C B , |  
 Â F 1 x,° 'H ÂLô IOA Ü 0 b-. B > : W • ÂN^- \$,°69 n 1 x » ï ,  
 >ž1 v/p >

>ž1 Æ 8 p:[K6 ¶7369 n %o31>ž

Å -	W •	N`-\$	1 x
1	8 p B9.J	AôAx B9.J ĩ ~	B9.JL\$ -AôAx
			B9.J ĩ ~ ½ b æ ĩ
		æ ĩ B9.J Ū €	B9.J ! α < Æ D : * <
			B9.J Ū € ½ b æ ĩ
2	Ý ÷ pK6	Ý ÷ pK6	AôAx D æ ĩ pK6 ĩ ~
			Ý ÷)æ p pK6
3	x B > Z	x B > Z	I ðB > ZA x H
			Ô óB > ZE ý0A
			1´AØ E G ...Aä
4	:[K6 1œ H	AôAx ç ©#q p ĩ ~	< Æ 7 P ç ©)æ(i
			ç ©#q p ĩ ~1œ H
			ç ©#q p ĩ ~ ½ b æ ĩ
		I ð ùK6#q p 1œ H ĩ ~	< Æ 7 P:[K6)æ(i
			ùK6#q p ĩ ~1œ H
			ĩ ~ ½ b æ ĩ
5	æ ÷ ž\$V F%´4õ @4õ A5 > µP µ	AôAx æ ÷ æ È %:[K6 p µ ĩ ~ ´4õ @ p q , 4õ A p E » µ	SWOT < Æ 7 P:[K6)å 1
			æ ÷ æ È % p µ ĩ ~1œ H
			´4õ @ p q ,4õ A p E » µ
		AôAx æ ÷ p µ ĩ ~´4õ A p q =4õ @ p E » µ	æ ÷ æ È % p µ ĩ ~ ½ b æ ĩ
			SWOT < Æ 7 P:[K6)å 1
			æ ÷ p µ ĩ ~1œ H
			´4õ A p q =4õ @ p E » µ
			æ ÷ p µ ĩ ~ ½ b æ ĩ

**W • 6 8 pB9.J W •**

; "AôAx B9.J ĩ ~ D æ ĩ B9.J Ū € Z ` ó N`-\$ , q?·+^ Ä69 n œ+U

/B9.J ĩ ~ 0 b ° F?·3V =B9.J Ū € , ° 0 b?·3V Â# E ÁN`1• » ĩ , ° Â

0A Ü , öPÂ œ+UAôAxB9.J ĩ ~ ´ ; "AôAxB9.JL\$ - =AôAx ó m ĩ ~ µ Â æ  
İB9.J Ū € , ° 0 b ¶73 >

1.AôAxB9.J ĩ ~

AôAxB9.J ĩ ~N<sup>-</sup>-\$?·"x œ+U73 o ¢5 Đ , °B9 7 ¥Cz İ , ¢ ĐB9.J-\$  
, ° =B9.JN<sup>-</sup>-\$ =B9.J » ĩ , 73 o ¢B9.JN<sup>-</sup>-\$ ¢ ĐB9.J /B— ó m ĩ E ,  
F? >F8, °B9.J ĩ# ĐB9.J - , 73 o ¢B9.J » ĩAôAx %>, °B9.JL\$ - ,  
/B9.J4ú4ý 'F >, >\* < ĭ È -5 > @F& v ? , ° » ĩ Â FB9.J ĩ ~ ½ b , °  
æ İ >

´ 1 µ ¶73?·"x

Z>á69 n œ+U73 /5 Đ , °7 ¥Cz İF >, AÚ-U =4ü8\* , ° < Æ , 7 ¥ †  
İ , ° < Æ c9í ?- , ° ¥ , - ^!š 0.v @. ¢ ĐB9.J-\$ , ° ÂB9.JN<sup>-</sup>-\$ , D  
. ¢B9.J ÁN<sup>-</sup> ÂB9.J vM6 RLü , °Cz İ Ç

[73J<sup>¾</sup> /5 Đ , °Cz İ , o ¢ D. ¢ , °B9.JN<sup>-</sup>-\$ ›. ¢ ĐB9.J , ° q %99 \* Â  
- %0 ‹ f B9.J /B— Ç9 e ó mB9 ĩ EF? B9.J /B— O73AôAx >\* < %  
, ° ó m ĩ ~ Ç

\73 o ¢B9.JN<sup>-</sup>-\$ , °Lô IOA Ü ÂB9.J?·"xF? >F8, °B9.J ĩ# ÂB9.J  
- Ç

]73 o ¢B9.J-\$ , °. ¢ ĐB9.J » ĩ , AôAx 0 ÔL{ %>, °B9.JL\$ - Ç  
^73 Ó ¢B9.JL\$ - DL\$NÍ , °2± Á , 5L İ L\$ , °L\$NÍ Â1Š ~ , D. ¢ :N<sup>-</sup>  
= , ° a • Â5 Ax ĩ# Ç73 ?·L\$NÍ , ° » ĩ =2± Á =Lô IOA Ü › ĭ ÈB9.J  
L\$NÍ , °!W Á Ç L\$ ĩ# 1\ >B9.J-\$ , ° ÂB9.J Ý ÷ , °(-& ĩ , -# E L\$ ¶  
, °F +^ >

\_73 /B9.J • 0 >\* < , ° ð Ž = , L\* ĭ È Â5 CoN<sup>0</sup>1Í >

`731 ^B9.J4úKµ , °@ 8" ›Aô5 ¢B9.J E4ú - / E4ú ð ŽF >, >\* < , ° <

D ĭ È >

a73+^1¶4ù = ü. ¢ =#w+{ , ° ½ • , æ İ 6 3 » ĩ6 Ô Â<sup>a</sup> = —\* < \$; ! =  
r E?ú99, ° 8 pB9.J ĩ ~ B9.JL\$ - ½ b >

´ 2 µ6, P3V ± ' ?ú99?·"x

Z-v>û1\>:[K66, P?ú99 , 7 ]i í % Ç  
[ 'Eý0A c@6>, t!~ ½ ~+^B ½ D Ç  
\\F« ¾4à Á , @H Aú , )"1 Â F69 n 1 x Ç  
] ¥ :\*< » i %)æ ¥3V ± D4ü8\* [B^,° ' 'O Ç  
^^>\*< F bN°1í,°99 \* » I Ð i ~ , ? F b Ý I,°\*< + Ç  
\_ ^?ú Ð ,L\* » Â F 1 x , %)æ8¥ ³,° ,L\*1x\*< EAü Ç  
` / LU 'F >, >\*< < , LU ... ' EAü p Ç  
a '5 •• D\$;\*<)æ p , 7 ' &M~ a#7 >

## 2. æ ÌB9.J Û €

æ ÌB9.J Û € N^- \$?·"x œ+U73 o æ5 Ð,°B9.J | æ1• Cz ÌF >,\$' >\*<  
@ = ^2± < Æ ,73J¾4 / | æ = 4 = < ÆL\$NÍ Í 05 Að , o æ5 Að > 0 0  
Aä D E?÷ , - / @F& » iF >, a > Â FB9.J Û € ½ b,° æ Ì >  
´ 1 µ ¶73?·"x  
Z / 1 x,°7 ¥Cz Ì | æ - ?8¥ ³,° ... U ] ,73 Ø?øAÚAüB9.J c,°  
ÔL{ | æCz Ì : iM~7 ¥† Ì , 73 / Ñ ,° ¥F >,\*<@ = ^4é = <2± =  
^- Z = < Æ52 > = óB— , " Â>žEô >  
[73 U / Ñ,°B9.J | æF >,4ü8\* < Æ =F +^ ,73 ¾4 ³,° Hª a =FªF?  
| æ ,73&«#qF +^ | æB\* DL\$NÍ , © 5 û ë?· ? | æ ' Ó æ , VL\$NÍ  
?·+^ | æ • ÐH < Æ , 0Aä = à ó B m?·+^ | æ >AðA÷ - %>, ] >  
\\73 B9.J Cz Ì p Ó æ ,+^1¶4ù = ü.æ =#w+{,° ½ • æ Ì Ø?ø-U Ô =  
Ô Á"x e = » iB Ô Âª = —\*<\$; | = r E?ú99,° B9J Û € Ç Û € =NÍ1¶  
#7 D ¼ = ? n K Ñ - J73 #/pB9 .J qNÍ,° » i ÇB9.J Û € q % :G < »  
i D qNÍ 73-. È F CeÇCz Ì 8C >\*< Ç73 / 4>žCz Ì ' { <,°@ H Â < Æ Ç  
5 Að0 œ , v 0Aä %>, ÇB9.J Û € H &i0· 0 ,N° Â ¿ È Í % Ç v+^B#@6  
1¶ D = ü.æ = | ø >

´ 2 µ6, P3V ± ' ?ú99?·"x

Z-v>û1\>:[K66, P?ú99 , 7 ]i í % Ç  
[ 'Eý0A c@6>, t!~ ½ ~+^B ½ D Ç

\F« ¾4à Á , @H Aú ,)"1 Â F69 n 1 x Ç

] / 8 p Þ 7 = ¥ | ¢ - ?8¥³,º ... U Ü ,73 U ß | ¢B\* DL\$NÎ ,

¥ :\*< » ï %ø)æ ¥3V ± Ç /B9.J Û € ,º r E ¿ È >\*< , r E?ú99 , %ø

)æ ¼:[K6 P6; ,º4ü8\* [B^,º ' 'O Ç

^ ^?ú Ð ,L\* » Â F 1 x , %ø)æ8¥³,º ,L\*1x\*< Ç

\_ '5 ••D\$;\*<)æ p , 7 ' &M~ ¢#7 >

W • Â Ý ÷ ÞK6

b W • ? Ý ÷ ÞK6 6 `N^- \$ , Ý ÷ ÞK6N^- \$?. "x œ+U73 o ¢ ó -

F? Ð ,º - %ø Ý ÷ / ÞK6Eý0AF > ,AôAx = æ Ì %> ,º ÞK6 ï ~ ,73 o ¢ ÞK6

ï ~ / | ÷ F > , ?J¾ / ],º%J/p D Þ9† ,735 >)æ pN' Ø Ê Ô ó ? ~ ,º

ÞK6> , p , Â F Â ¢ ,º ÞK6#w0A >

' 1 µ ¶73?."x

Z - ?E¹³,º | ÷ . Aü ÇÕ ¿ | ÷ ÞK6#w 0A ,73 >\*<F +^ Ý ÷ ÞK6 ï

# D ¶ Ç - ?E¹ p ,º 8 p < Æ73 Ñ Ç - ?E¹ p ,º ½ •5LEÇ73 Ñ ,73 æ Ì

Ý ÷ ÞK6 ï ~ Ç

[- ? { < ,º8 ÂE¹Q ,ºB\*B ¶ ,73 Ê ... Ø m ,º ù\*< Ç73 ü. ¢ f

< Æ>á ÞK6 Ý ÷ ,º N5p&ï , ? À Ý ÷ OE&ï ,º73 Ñ Ç

\73J¾ / ÞK6 Ý ÷ ,º C B(&ïF? | %ø ,º ÞK6 ï# ÇJ¾ / C BN' Ø ,º

Ê #¾Co ù\*< ,F +^ | %ø ,º ÞK61OE+>F > , ÞK6 , ZC-N' Ø ,ºCc !h Q Ç

ÞK6Eý0A73 | %ø f 5 | ÷ , - ?E¹ p ,º ÞK6%J/p73 Ñ >

] - ?E¹ p ,º Z ã < Æ73 Ñ = Ê 73 Ñ Â"ÕFP ...B973 Ñ ,73 ? ~ f :

\*<N' Ø ,º 8Aä , - ? À Ú | , p ,º73 Ñ Ç

73+^1¶4ù = ü. ¢ =#w+{ ,º B#@6F > , Ý ÷ ' C x µ ÞK6 , µ ¢ ` ÞK6

Eý0A - ?E¹ p ,º U " Ñ >

' 2 µ6, P3V ± ' ?ú99?."x

Z ï ¢#7 = CO! ] Ì Í %ø = %ø)æ6, P L , 5 71%!™ =0i › ,/' 78

'l=# û ] Ì Ç

[ ù\* < 3VC^ 3 , %J/pEý0A { % 8 = ï íM• Ç

\ - ?8¥ 3,0 ÞK6/r , B#@6>žEô ü.¤ , +^B ½ D = Uµ\$; | , 8 'l

] ï Ç

] > ž û f , Þ ' ] ï , - ?E¹ p,º U " Ñ Ç

^ S5\* ... - , - ?E¹ p,º ÖFP ... B973 Ñ = Z ã Â Ê 73 Ñ Ç

\_F« ¾4à Á , @H Aú , @H N' Ø , )"1 Â F69 n 1 x Ç

` ^?ú Ð , L\* » Â F 1 x , %)æ8¥ 3,0 , L\*1x\* < EAü >

a ÞK65 •• D\$;\* <)æ p , 7)æ pª #7 >

W•? | xB> Z

b W• ? | xB> Z 6 `N⁻-\$ , | xB> ZN⁻-\$?. "x œ+U73 o ¢5 Ð,º

B> Z7 ¥ D 1 x?·"x F >, 315 < Æ ⁻ ¢!š.¤ ÐB> Z-\$ = = | ÐB> Z1Ö+› ,

Ð | xB> ZAx H Ç o ¢B> ZAx H -5 >B> Z)æ p / •,º Ê Ô ó1Ö+› B9

ª =Eý0A ... B9 =Eô F E G =1' AØ ... Aä1• ? ~,º | xB> Z#w0A >

´ 1 µ ¶73?·"x

Z73 /7 ¥Cz ĨF >, AÚ-U =4ü8\*,º < Æ ,.¤ ÐB> Z-\$ = = | Ð :L!ë

B> Z1Ö+› , Ð | xB> ZAx H Ç

[73 \_+^4õ @4õ A1• P0 FJ °F >,-. © ¥,º lLü Âª < , pB> Z•

³ { <,º Cz Ĩ ü = Ç

\73 o ¢B> Z?·"x , 01 B> Z E4ú , ⁻ / E4ú ð ŽF >, >\* < < , B>

Z c { < %)æ LU,º ... ' DGf >73 Ñ Ç

]73 < AôAx,º B> Z1Ö+› F +^ f ÔL{B> ZEý0A , ⁻ o ¢)æ pB> Z û õ

LB9ª 1Ö+› , ? ~ fF +^ :0 ¶ :\* < B> Z 0)æ,º + v >

qB>73 U ... B9 LU ð Ž ©31 , -P'P£³B> Z vM~ , <B> Z K G8 > ,

Aô Ð,º-\$ = >

73E¹³ Ý IB> ZF 0A , É ... , pEô F Ú I ⁻ Â F E G ... Aä,º 1' AØ >

´ 2 µ6, P3V ± ' ?ú99?·"x

Z-v>ûª #7 = ï 7 Í % = ? ÷ M~ • = 5 = Ý!W ÂB> FG3?·1\ >



| x/r ?ú99 , %)æ | x ð !O 99 >

[F« ¾ | xB> Z,°4à Á D?ú0A = @H Aú , @H B> Z / • , ¬ E/

|>, p Ç

\ - =8¥³,°B> Z D"ÖFP S5\* , - ?8¥³,° ù\* <3VC^ Â)æ p Ê 73 Ñ Ç

] ^?ú Ð ,L\* » Â F 1 x , %)æ8¥³,° ,L\*1x Ý EAü Ç

^ / LU 'F >, >\* < < , LU ... ' EAü p ,B> ZEý0A > 'U ‡ Ç

\_B> Z5 •• D\$;\* <)æ p , 7)æ p a#7 >

W • :[K610E H

; " I Ð ùK6#q P10E H ï ~ DAôAx ç ©#q P ï ~ Z ` ó N⁻-\$ , q?·

+^ Ä69 n œ+U /10E H Q E = ï# ùK6#q P10E H ï ~ 0 b ° F?·3V = ç

©#q P ï ~AôAx,° 0 b?·3V Â# E ÁN⁻1• » ï,° Â 0A Ü , öPÂ œ+U:[K6

#q P ´ ; " ùK6#q P = ç ©#q P µ10E H Â ï ~ ½ b æ Ì,° 0 b ¶73 >

1. I Ð ùK6#q P10E H ï ~

I Ð ùK6#q P10E H ï ~N⁻-\$?·"x œ+U73 o ¢5 Ð,° 7 P7 ¥F >, 8 p

< Æ ,73 Ó ¢ 7 PM~ j,°:[K6L\$NÍ. ¢ Ð ùK6-\$ = = qNÍ = ùK6 /B— = ùK6

,L\* f&ï ,73 o ¢ ùK6 /B—,° - %o(¯ · )F? ùK6#q P,° » ï = ~ E ,73

/ Ô óEý0AF >, >\* < ç È =F? ! %o,° µ €Gf > ï E D È %o = •³Co+^N°

1Í ¬ a > @F& » ï æ Ì ùK6#q P ï ~ ½ b >

´ 1 µ ¶73?·"x

Z73 o ¢5 Ð,° 1 x /-\$ = 7 P =1 ç / • 7 P,° Ý ÷4ú > =#¾Co6;

(¯&ï = ùK6 - %1•:[K6 ¥F >,4ü8\* =F' > < Æ ¬ ¢!š ›. ¢ Ð D. ¢ = - %o =

?J¾ / ],° ùK6#q P-\$ = ? n K Ñ,°#q P qNÍ Ç

[73J¾ / 8 p < Æ5 Að ü. ¢ F& ùK6 /B—,° - %o(¯ · ,. ¢ Ð >F8,° ø

D ùK6 | ÷ = > ' O j = ,L\* = f&ï1•?·3V Ç

\735 > 7 P ùK6-\$ =F? p%ö0A ÜF8 %o = DCo+^-. oGf,° ùK6 ï E

D - Ç

]73F? 1\ > ùK6-\$ = ùK6 /B— È %o - %,° µ €Gf > ï E D È

% Ç

^73 o 1 xCz Ĩ ùK6-\$ = /10E H 1 x,° F bF >, f1Í , ^ ĩ ~

c73 / F bN°1ÍF >, >\*<,°Gf5α >

\_73 /#q ÞEý0A c %73 +U,° E LL\$NÎ 0 :\*<N° ~ Ç73N°#• ùK6#q

Þ < P 0)æ,° ~ Ò Ç

`73+^1¶4ù =ü.α =#w+{,° ½ • , æ Ĩ 6 3 qNÍ D.α = » ĩB Ô Â a =

—\*<\$; l = r E?ú99,° ùK6 ĩ ~ ½ b >

´ 2 µ6, P3V ± ' ?ú99?·"x

Z-v>û1\>:[K66, P?ú99 , 7 ] ĩ Í % Ç

[ 'Eý0A c@6>, t!~ ½ ~+^B ½ D Ç

\F« ¾4à Á , @H Aú , )"1 Â F69 n 1 x Ç

] ^ >\*< F bN°1Í,°99 \* » l Ð ĩ ~ , - ? F b Ý l,° EAü Ç

^ ĩ ~ ½ b r E?ú99 , % )æ ¼:[K6 P6; ,°4ü8\* [B^,° ' 'O Ç

\_ ^?ú Ð ,L\* » Â F 1 x , % )æ8¥ ³,° ,L\*1x\*< EAü Ç

` '5 •• D\$;\*<)æ p , 7 ' &M~ a#7 >

2.AôAx ç ©#q Þ ĩ ~

AôAx ç ©#q Þ ĩ ~N⁻-\$?·"x æ+U73 o 5 Ð,°7 ¥Cz Ĩ /-\$ = 7 P,°

ç ©)æ(iF >, SWOT

^73 Ó ¢ ©#q Þ-\$ = = W E = /B—1• » ï ,F +^ P0 ï# / ¢ ©#q  
 ÞN-\$ ¬#w0AF >, ° S D Q E Ç  
 \_73 / D ¢ ©#q ÞGf •,° È Û V#q ÞF >,AôAx D ÿ È Ç  
 `73 / ¢ ©#q Þ vM6,°#q Þ5 CoF >, N°1Í ¬73 >\*<Gf5æ , / ~ ÒF >,

Aú f Ç

a73 < ¢ ©#q Þ10E H,°° S Â Q E ~ F qNÍ D.æ = r E!™.æ = » ïB  
 Ô = —\*;<\$; • = ' ] p,° ¢ ©#q Þ10E H ï ~ >  
 ´ 2 µ6, P3V ± ' ?ú99?·"x  
 Z-v>û1\>:[K66, P?ú99 , 7 ] ï Í % Ç  
 [ 'Eý0A c@6>, t!~ ½ ~+^B ½ D Ç  
 \F« ¾4à Á , @H Aú ,)"1 Â F69 n 1 x Ç  
 ]FPEý ¢ ©-\$ = %)æ 7 P. C Ü =5Ä@ÿ Ü1• ~B— EAü ÇFPEý ¢ ©#q Þ

#w0AAôAx %)æ —\* < ] DFqEÇ ] , - ? ©# 4ü8, Â69<‡L\$NÍ,° žM~ ž ž,°6,

P — % Ç

^ ^ >\*< F bN°1Í,°99 \* » I Ð ï ~ , - ? F b Ý I,° EAü Ç  
 \_ ï ~ ½ b r E?ú99 , %)æ ¼:[K6 P6;°,4ü8\* [B^,° ' 'O Ç  
 ` ^?ú Ð ,L\* » Â F 1 x , %)æ8¥³,° ,L\*1x\*< EAü Ç  
 a '5 ••D\$;\* <)æ p , 7 ' &M~ a#7 >

**W • Ê æ ÷ ž\$VF%o´4õ @4õ A5 > µ Þ µ**  
 ; "AôAx æ ÷ æ È %:[K6 Þ µ ï ~ ´4õ @ p q ,4õ A pE» µ DAôAx æ  
 ÷ Þ µ ï ~ ´4õ A p q ,4õ @pE» µ Z`ó N-\$ , q?·+^ Ä69 n œ+U /  
 æ ÷ Þ µ ï# =#w0A =10E+› = ¶ , æ È % Þ µ •!ë o æF +^ æ ÷ Þ  
 µ ï ~,° 0 b?·3V Â# E ÁN¹1• » ï,° Â 0A Ü , öPÂ œ+U 7 P æ ÷ ž\$V  
 F% Þ µ10E H Â ï ~ ½ b æ ï,° 0 b ¶73 >

1.AôAx æ ÷ æ È %:[K6 Þ µ ï ~ ´4õ @ p q ,4õ A pE» µ  
 AôAx æ ÷ æ È %:[K6 Þ µ ï ~ ´4õ @ p q ,4õ A pE» µN-\$?·"x œ+U  
 73 o æ5 Ð,° 1 x7 ¥ ¥ / 7 P æ Ý ÷ @ 8)å¹)æ(ïF >, < Æ ,73 o æ

Ý ÷ ¥ &ò =.¤ Ð Ð f ,73'Õ4ùF +^ ä =.#?üNÇ1• æ È %o ¶ e5 > V  
 5 •!ë / æ ÷ ^(- Ð 8 p,°:[K6 I Ð4õ @ p q ,4õ A pE» ,° Þ µ ï ~ >  
 ´ 1 µ ¶73?·"x  
 Z o ¢ 1 x / æ ÷,°:[K6)æ(i D 8 p)å 'F >, < Æ , D.¤ 7 PM~ j,°  
 )å '1)æ(i Ç  
 [ o ¢ æ ÷,° ¥Cz Ĩ , / 7 P,° ]C^(- · Â Ý ÷ n ù \_ - &iF >,FE  
 ± f < Æ ,73 &ò 02ð.¤,° Ý ÷,° Ð f&i L Ð f ð5Ú Ç  
 \F +^ SWOT < Æ# / Ý ÷ æ È %o:[K6)æ(i , ä •:[K6 = ä :[K6 =  
 QQ :[K6 ÂAð ':[K6 = .#?üNÇ:[K61•(i ëF >, < Æ , - Í 05 Að Ç  
 ]73 o ¢ æ ÷ 8 p)æ(i =-\$ = Ð f Ø m5Ú %o û ë (- .¤ Ð Þ µ,°-\$  
 = Ç  
 ^ Ó ¢ Þ µ-\$ = -\$ = Ð f ð5Ú ,F +^ æ È %o:[K6,° P0 Þ µ ï E /  
 Þ µ-\$ = Â ð5ÚF >, Þ µ10E+› ° S D Q E Ç  
 \_73 / ä =.#?üNÇ = ä • =QQ 1•4õ @Þ µ ï E p4õ @ K#w,°  
 4õ A#q ÞF >,AôAx D ç È Ç  
 `73 / ž\$VF%o Þ µ#q Þ vM6,°#q Þ 5 CoF >,N°1Í -73 >\*<Gf5¤ , / ~  
 ÒF >,Aú f Ç  
 a73 < Þ µ10E H,° ° S Â Q E ~ F qNÍ D.¤ = r E!™.¤ = » ïB Ô =  
 —\* <\$; • = % Ô ó '•>,° æ È %o Þ µ#q Þ 10E H ï ~ >  
 ´ 2 µ6, P3V ± ' ?ú99?·"x  
 Z-v>û1\ >:[K66, P?ú99 , 7 ] ĩ Í %o Ç  
 [ 'Eý0A c@6>, t!~ ½ ~+^B ½ D Ç  
 \F« ¾4à Á , @H Aú ,)"1 Â F69 n 1 x Ç  
 ] ^ > \* < F bN°1Í,°99 \* » I Ð ĩ ~ , - ? F b Ý I,° EAü Ç  
 ^ ĩ ~ ½ b r E?ú99 , %o)æ ¼:[K6 P6; ,°4ü8\* [B^,° ' 'O Ç  
 \_ ^?ú Ð ,L\* » Â F 1 x , %o)æ8¥ ³,° ,L\*1x\* < EAü Ç  
 ` '5 •• D\$;\* <)æ p , 7 ' &M~ a#7 >

2. AôAx æ ÷ Þ μ ï ~ '4õ A p q = 4õ @pE» μ

AôAx æ ÷ Þ μ ï ~ '4õ A p q , 4õ @pE» μ N^- \$?. "x œ + U73 o æ 5 Ð  
, ° 1 x7 ¥ Cz Ĩ F + ^ SWOT < Æ # / 7 P æ Ý ÷ @ 8) å ' ) æ ( ï F > , < Æ ,  
73 o æ Ý ÷ ¥ & ò . æ Ð Ð f , 73' Õ 4 ù F + ^ ä = . # ? ü N Ç 1 • æ È % ¶ e 5  
> V5 • ! ë / æ ÷ ^ ( Ð 8 p Þ μ l Ð 4õ A p q , 4õ @pE»

'5 •• D\$;\* <)æ p , 7 ' &M~ a#7 >

´ 6 µAú - ĩ E

69 nGý Eý0A69 n D5 Ô69 n-.5 > = pB D )æ p ' -.5 > = ¶73  
 69 n D6, P3V ±69 n-.5 > ĩ E > o æ9+U ' ,° I P ]='Õ4ù0A Ü =  
 LUGf >Ü = ¶73 F +^ ¶ 1• 3VAú -Eý0A F5 Ç o æAôAx ' ÷ Â Ú ½ ™  
 C^H 1• 3VAú -5 Ô F5 > - %" `N^-,\$,°69 n ĩ E ,L\*?÷>ž 2 >

>ž2 Aú - ĩ EB\* D>ž

Å -	69 n W •	69 nN^- \$	69 n ĩ E	69 n ,L* ' <JÕµ
1	8 pB9.J	AôAx B9 ĩ ~	pB	150
		æ ĩ B9.J Ū €	pB	180
2	Ý ÷ pK6	Ý ÷ pK6	pB +)æ p ' ' ð µ	60 ' 55 <JÕ æ ĩ pK6 ĩ ~, 5 <JÕ>æ p pK6 µ
3	: [K610E H	AôAx ç @#q p ĩ ~	pB	150
		I Ð ù K6#q p 10E H ĩ ~	pB	150
4	xB> Z	xB> Z	pB +)æ p ' ' LU µ	90 ' 60 <JÕ æ ĩ B> Z ĩ ~, 30 <JÕB> Z Ô ó µ
5	æ ÷ ž\$VF% '4õ @4õ A5 > µ p µ	AôAx æ ÷ æ È %: [K6 p µ ĩ ~ '4õ @ p q ,4õ A p E» µ	pB	180
		AôAx æ ÷ p µ ĩ ~ '4õ A p q =4õ @ pE» µ	pB	180

´ Â µ Aú - » ĩ =?-&ĩ D yH

69 n% < p 100 < , - c I P ¶73 ' ~)æ ' ÷ + Ô ó ' µ - 80 < ,  
 6, P3V ± ' ?ú99 - 20 < , - %N^- \$ < r yH ?÷>ž3-10 >

>ž3 AôAx B9.J ĩ ~ Aú - » ĩ =?-&ĩ D yH

Aú - » ĩ	Aú -?-&ĩ	yH
6, P3V ± , ' ?ú99 ' 20% µ	-v>û1\>: [K66, P?ú99 , 7 ] ĩ ĩ % Ç ' Eý0A c@6>, tĩ ½ ~+^B ½ D ÇB Ô [B^ =F« ¾4à Á = @H Aú , )"1 Â F 1 x Ç AôAx ĩ ~ CF 7 6, PF% ĩ D: [K6 \* < , %)æ ¥3V ± D4ü8* [B^, ° ' ' O Ç ^ > * < F bN°1 ĩ , °99 * » I Ð ĩ ~ , ? F b Ý I, ° * < + Ç ^ ? ú Ð , L* » Â F 1 x , %)æ8¥ ³, ° , L* 1 x * < EAü Ç / LU ' F > , * < < , LU ... ' EAü p Ç ' 5 •• D\$;* <)æ p , 7 ' &M~ a#7 >	20%

' ÷ ' 80 % μ	- ÿ r E ½ •>žEô	½ •5L È a\$; • = r E1\ >? ·"x = ½ •#w+{ = —* <\$; • = FqEÇ ]E¹ p >	10%	
		7Mˆ Â a	?·3V - = ==NÍ1¶#7 =D ¼ = ? n K Ñ ß* D qNÍ >	7%
		B9.J-\$,° D /B—	-\$ ,° D.æ , >žF&E¹ p ü.æ ÇB9.J /B— - ?J¾ / ] ,.æ Ð >* < , F& 0 b ü.æ >	10%
		B9.JN-\$ D » ï	?·"x1\ >B9.J-\$,° , » ï!™.æ J Â a , = Ô %> , 73 gí Í Ø?øCz Ĩ >	8%
		B9.J ĩ E D ĩ#	B9.J /B—F? Ð ĩ E ÂB9.JCz Ĩ ĨLü ĩ# F? >* < >ž F& - %o >Gý+^ ó mB9.J,°M6?·AôAx ó m ĩ ~ , ; ".æ ÐB9.J99 * =ó m ĩ# =ó m   =ó m0A Â Â m bH >	10%
	B9.J4ú4ý ð Ž ĭ È	B9.J4ú4ýAôAx0 œ , ð ŽGf = >* < >	5%	
	,L* ĭ È	:L!ě ,L* ĭ ÈAôAx >* < >	5%	

- %o » ĩ

K@6

!TM  
½



		1' ÛF N' Ø	? 1' D ÛF -\$ =N' Ø i E i# ,° F& >	5%
		PK6 Ô ó	PK6M~B> Ý ÷ 5 ÇPK6 i# D ¶ F& : * < N' Ø 8 Aä , F ÛN' Ø E? ÷ ·B >	10%
		PK65 •	µ+^ PK65 •B# Ç ÍN' Ø6Š31 i E >	5%
PK6 %J/p ˆ 40 % µ		PK6 6 p	ä1G • f8 'l] i ÇL\$ O %o 6B NÎ , • f ½ D/rBÂ Ç+^·r -# ?ü VFHB ©8 Ç8 G 5	5%
		PK6Eý0A	?ø N' Ø V , Z ä#¼Co6; ù* < , S! Z ä#¼Co6; ,°Cc   P p Ç73J¾ / C B,° Ý ÷ ( C x) ÂN' ØF? F8 %o,° PK6 i # Ç PK6B#@6>žEô ü.µ , Uµ\$;   , p ' ] i Ç PK6>ž ü f , - ? U " Ñ , - ?8¥ ³,° PK6/r Ç73 ü.µ = žMˆ f 5 Ý ÷ ,° 0 b û ë , 0· 0   ÷ ,° \$ 8(&i = N õ Â \ 5 #¼Co6; _ - Ç73 DN' ØF > , ÖFP, Ý+U È p, -73 í fN' Ø,° 1 Ç73 Z äN' Ø,°Cc   P p , 6B ' f Ý ÷ ( C x) ,° OE&i µN' Ø / Ý ÷ ( C x) / Ý+U °CÙ Ç73@ 1ŠN' Ø,° : 0 +ÇL\$#¼LšN' Ø,°+Ç<† 73 İ : * < N' Ø 8Aä , ABN' Ø C >	25%
		PK65 •	, À F Ú p P , 5 • PK6 Ç · "xN' Ø E? ÷ , İ f ÍN' Ø6Š31 i E Ç PK65 • , ?·# E/rBÂ €EÔ , 5 N' Ø+• A ³,°  B—	10%
>Ax				100%

**>ž 6 | x B> ZAú - » i =?·&i D yH**

Aú - » i		Aú - = ü	yH
6, P3V ± 'ú99 ˆ ˆ ð>ž)æ < 20% µ		-v>û ¢#7 = i 7 í %o = • õ > * < =>ž ü8 'l =B#@6 #w+{ = 5 õ f f , 1\ >   xB> Z/r ?ú99 ÇF« ¾   xB> Z,°4à Á D?ú0A = @H Aú , @H B> Z / • , - E/  > , p Ç - =8¥ ³,°B> Z D"ÖFP S5* , - ?8¥ ³,° ù* < 3VC^ Â)æ p È 73 Ñ Ç ^?ú Ð , L* » Â F 1 x , %o)æ8¥ ³,° , L*1x Ý EAü Ç / LU 'F > , > * < , LU ... ' EAü p ß> ZEý0A > 'U ‡ ÇB> Z5 • • D\$; * <)æ p , 7)æ p ¢#7 >	20%
xB> ZA x H œ ' ÷ ˆ 40% µ	r E>žEô	½ •5L È ¢\$; • , » i Â ¢ , ½ •>žEô#w+{ , FqEÇ ] p , 7Mˆ C0& = , L*\$;   >	5%
	B> ZqNÎ = , L* f&i	B> ZqNÎ D.µ =B> Z , L* = f&i - %o >	5%
	B> Z ð Ž <	?B> Z@ 8" , B> Z@ 8" < D.µ =6, CY\$;   >	5%
	B> Z i N Û ð < ÆE	/ iF > , N Û ð < ÆE = < ÆFE ± , pGý B> Z1CE+ ) - Ð 0.v >	5%
	B> Z-\$ =	B> Z 6Q -\$ = =B> Z 6 , -\$ = =B> Z % Û -\$ = >	5%
	B> Z :L!ië1CE+)	6 v1CE+ ) - %o = İ , 73 U p D5#B> Z • ³K0 á Ç ? Û - i EF? 1CE+ ) , Û -1CE+ ) F +^ F& Ç ? /  1CE+ ) , °Aô Ax =Ap -F - , { Ü =W !AôAx =0)æ + v, °1CE+ ) AôAx ,	15%

		B> Z5 •10E+>AôAx >	
xB>Z Ô ó ' 40% μ	ÙAèB> ZAx H	7 /7 %JAèB> ZAx H ,>žEô#w+{ ,?ú Đ ,L* » Â F , 1ŠAú L\$ = SD%\$; ! >	5%
	B> Z 6 v	# H B> Z/r =6 p °8 'l'í%o ß> Z LU F Ž 5 , 6 ĭ 0!š!WB> Z qNĭ , 6 ĭ? Ê.αAÚ , DAx H œ cF? ,° 6 v10E+> 68* >	5%
	Û -Llĭë	~ Û - ĭ? D.α,° Û ->ž ,F - ĭ / Û - » ĭAÚ-U n Ô , Û - ĭ • f CL\$ C1Š , F - ĭ G Û - 0,°L\$Nĭ ũ N± - %o D.α , AB Û - ĭ ?L\$ ũ1Š , ĭF +^ Û -10E+>	10%
	/  Llĭë	ĭ { <"ÖFP , ¼@ / ĭ,°M6"x , • f P b = GB* , AB ! { Û+g ] E , AB!W ! Y IE' 3 , • 7 - rB> Z Ő O , Ce ±B> ZAx HAôAx,°10E+> , ĭ : * < + v >	10%
	B> Z5 •	qB> { <P'P£B> Z8 , ... = LU ... 'E' 3 , , Â B> Z ,L* , ĭF +^ , U10E+>Eô F Ú l , 5 •B> Z -1'AØ E G ...Aä , ?B> Z q5 B# Â5 • , ,°/r8 , >	10%
	>Ax		100%

ž7 AôAx ç ©#q Þ ĭ ~ Aú - » ĭ = ? - & ĭ D yH

Aú - » ĭ	Aú - ? - & ĭ	yH
6, P3V ± 'ú99 ' 20% μ	-v>ú1 \>:[K66, P?ú99 , 7 ] ĭ í %o Ç 'Eý0A c@6 > , t!~ ½ ~+^B ½ D ÇF« ¾4â Á , @H Aú , )"1 Â F69 n 1 x ÇFPEý ç ©-\$ = %o)æ 7 P. C Û =5Ä@; Û 1• ~B— EAü ÇFPEý ç ©#q Þ#w0AAôAx %o)æ —* < ] DF ] , - ? ©# 4ü8 , Â69<†L\$Nĭ,° žM ž ž,°6, P - % Ç ^ >* < F bN°1í,°99 * » l Đ ĭ ~ , - ? F b Ý l,° E Aü Ç ĭ ~ ½ b r E?ú99 , %o)æ ¼:[K6 P6; ,°4ü8* [B^ ,° ' 'O Ç ^?ú Đ ,L* » Â F 1 x , %o)æ8¥ 3,° ,L* 1x* < EAü Ç '5 • • D\$; * <)æ p , 7 ' &M~ a#7 >	20%
- ĭ r E D ½ •>žEô	½ •5L Ě a\$; • = r E1 \ > ? . " x Ç ½ • #w+ { = —* < \$; • = FqEÇ ]E' p >	6%
7M~ D-\$ <	7M~?·3V Â a '10E H C0&=10E H6; =10E H ,L* lÇ-\$ < È M ? Â = 6-\$ ¼! >	6%

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% μ %c  
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ĭ

	È Ù V	? È Ù V , È F? >*, Ù V ~ ÒE' p t:• >	5%
	F Ü ÷ È =(ÿ Ĩ ü =	/#q Þ žEý0A F ,L* >ž , < fM6?· Ñ(ÿ Ĩ ,M6?· D ~ 95αF >, ÷ È >	10%
	Co+^N°1Í D ~ ÒÁú f	?N°1Í D <Gf>ž ,Co+^N°1Í >*< = %>, Ç ? ~ ÒÁú f , ø © ~ ÒÁú f >*, 1\ > 7 P?·"x >	5%
	Q æ ĩM̄	ĩ ~ ? 6 Đ æ E ,?÷@ )" f >	5%
	>Ax		100%

>ž8 I Đ ùK6#q Þ1Œ H Ĩ ~ Áú - » ĩ =?·&ĩ D yH

Áú - » ĩ		Áú -?·&ĩ	yH
6, P3V ± 'ú99 ' 20% μ		-v>ú1\>:[K66, P ?ú99 , 7] ĩí% Ç 'Eý0A c @6>, tĩ ½ ~+^B ½ D ÇF« ¾4à Á , @H Áú , )"1 Á F69 n 1 x Ç ĩ ~ CF 7 6, PF% ĩ D:[K6 \ * < Ç^ > * < F bN°1Í,°99 * » I Đ ĩ ~ , - ? F b Ý l,° EAü Ç ĩ ~ ½ b r E?ú99 ,%)æ ¼:[K6 P6;°, 4ü8* [B^,° ' 'O Ç^?ú Đ ,L* » Á F 1 x ,%)æ 8¥ ³,° ,L*1x* < EAü Ç '5 •• D\$, * <)æ p , 7 ' &M̄ #7 >	20%
' ÷ ' 80% μ	- ĩ r E D ½ •>žÈð	½ •5L È a\$; • = r E 1\ >?·"x Ç ½ •#w+{ = — * < \$; • = FqEÇ ]E' p >	10%
	7M̄ Á a	?·3V - = ' C0& = 1Œ H6; = ,L* μ>	5%
	#q Þ qNÍ D-\$ =	? qNÍ , qNÍRÒ D = K ð# -\$ Ç ?#q Þ -\$ = ,-\$ = E' p D.α = - % = - ?J¾ / ] >	11%
	,L* f&ĩ D /B— F?	,L* f&ĩF? !% , D#q Þ /B— = #q Þ ĩ E-.F8 Ê Ç ùK6 Ý ÷ D.α = #q Þ /B—F? 0 b ü.α >	10%
	#q Þ ĩ E	p%ö0A ÜF8 % , DCo+^ oGf ,8) G 0 #q Þ ĩ E >	10%
	Ô ó ÷ È	Á f ü = { < = Á c ð Ñ = (ÿ Ñ1• 95α Û % = Á D ? ,5# ÷ È >	12%
	μ €Gf >	? μ €Gf > , μ €Gf > ĩ E 1\ > ùK6-\$ = /B—,° È - % >	7%
5 CoN°1Í D E LLh99	?N°1Í>ž , N°1Í1\ > 7 P,°7 ¥ D-\$ = , N°1Í <Gf > * <; - = 2 0 @E' p > * <,° : * < E LL\$NÍ,°N° ~ >	10%	
Q æ ĩM̄	ĩ ~ Q E)"( Ĩ J % > ,	5%	

>Ax	100%
-----	------

>ž9 AôAx æ ÷ æ È %:[K6 Þ μ ĩ ~ '4õ @ p q ,4õ A p E» μ Aú - » ĩ =?·&ĩ D yH

Aú - » ĩ		Aú -?·&ĩ	yH
6, P3V ± 'ú99 ˘ 20% μ		-v>ú1\>:[K66, P?ú99 , 7 ] ĩ í % Ç 'Eý0A c@6>, t! ½ ~+^B ½ D ÇF« ¾4à Á , @H Aú )"1 Á F69 n 1 x Ç ĩ ~ CF 7 6, PF% í D:[ K6 \< Ç ^>* < F bN°1Í,°99 * » I Ð ĩ ~ , - ? F b Ý I,° EAü Ç ĩ ~ ½ b r E?ú99 , %)æ ¼:[K6 P6; ,°4ü8* [B^,° ' ' O Ç ^?ú Ð ,L* » Á F 1 x , %)æ8¥³,° ,L*1x*< EAü Ç '5 ••D\$; *<)æ p , 7 ' &M°#7 >	20%
' ÷ ˘ 80% μ	- ĩ r E D ½ •>žEõ	½ •5L È °\$; • = r E1\>?·"x Ç ½ •#w+{ = — * <\$; • =FqEÇ ]E¹ p >	10%
	7M˘ = f @6 D-\$ <	7M˘?·3V Á ª' Þ μ ĩ ~ C0& Æ H6; Æ H ,L* μÇ f @6731¶F& Þ μ,°7 ¥ = \$,° = Þ μ ĩ ~ q?· » ĩ Ç -\$ < È M ? Á = 6-\$ ¼'l >	7%
	8 p < Æ	8 p < Æ ; " Á?ø)á¹ < Æ >, P7 ¥ < Æ = Þ μ /B— < Æ = 1 ç ÷ < Æ , 8 p < Æ" E¹FE ± = 0 b f f >	10%
	æ ÷ SWOT < Æ	/ æ ÷ (~&ĩ F&B 4ü , æ ÷ n ù _ - &ĩ < ÆE¹ p ü æ Ç æ ÷ N õ = Ü õ , p P = 76÷ < ÆE¹ p ü.æ >	10%
	æ ÷ 8 p Ð f	æ ÷ 8 p Ð f 0 b1\ > 8 p ÔL{ û ë -\$ = 5Ú % M6"x , Þ μ ¥ - ? 6 Ð æRÒ Ü ÁE¹ p n K Ñ >	3%
	Þ μ-\$ =	?:[K6-\$ = ,-\$ = D.æ = - % = - ? %>, ] >	5%
	Þ μ10E+)	4õ @ Þ μ#q Þ Æ?·"x4õ @ Þ μ#q Þ C G Ä2 ` qNÍ #q Þ ,6B J ûN± μ+^ Z0 L Z0 @,° æ È % Þ μ ĩ E Ç4õ AGf >#q Þ Æ?·"x8) GAôAx 6 ` D4õ @ Þ μ#q Þ-.Gf >,°4õ A#q Þ Ç" `#q Þ ? - % ,° Þ μ ,L* = f&ĩ =#q Þ » ĩ = Ô ó ç È ,#q Þ - ?E¹ p ,° % ' ] >	20%
	5 CoN°1Í D ~ ÒAú f	?5 CoN°1Í D <Gf>ž ,Co+^N°1Í >* < , %>, Ç ? ~ ÒAú f , ~ ÒAú f >* < ,1\ > 7 P?·"x >	8%
Q æ ĩM˘	ĩ ~ Q E)"( J %> ,	5%	
>Ax			100%

>ž10 AôAx æ ÷ Þ μ ĩ ~ '4õ A p q =4õ @ p E» μ Aú - » ĩ =?·&ĩ D yH

Aú - » ĩ	Aú -?·&ĩ	=#
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<p>6, P3V ± D 'ú99  ' 20% μ</p>	<p>-v&gt;û1\&gt;:[K66, P?ú99 , 7 ] ĩ Í % Ç 'Eý  0A c@6&gt;, t! ½ ~+^B ½ D ÇF« ¾4à Á , @  H Aú , )"1 Â F69 n 1 x Ç ĩ ~ CF 7 6, PF%  í D:[K6 \* &lt; Ç ^ &gt; * &lt; F bN°1Í,°99 * » I Đ ĩ  ~ , - ? F b Ý I,° EAü Ç ĩ ~ ½ b r E?ú99 ,  %)æ ¼:[K6 P6;,°4ü8* [B^,° ' 'O Ç ^?ú  Đ ,L* » Â F 1 x , %)æ8¥ ³,° ,L*1x* &lt; EAü Ç  '5 ••D\$;* &lt;)æ p , 7 ' &amp;M~ª#7 &gt;</p>	<p>20%</p>
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8C Ê ›Ax1Í , Ÿ •, ° t |69+ULĂ p ^ ` W • ´ |xB> ZLš L µ c ó Ê

B W • >

´ Â µN⁻-\$ ó

Lš ¼ Ý ÷ ÞK6 D |xB> Z W • , -" `69 n W • }Aô ? Z `69 nN⁻

-\$ >69+U o π ó ,°69 n W • ´ Ý ÷ ÞK6 W • =|xB> ZLš L µ / Ê W

• cLĂ p ó 69 nN⁻-\$ > ó f Ý ÷ ÞK6 W • D |xB> Z,°69+U M6 Ã ó  
69 nN⁻-\$ >

´ ? µB NÍ ó

œ+U ^-. ÊN⁻-\$NÍ É cLĂ p ó 1 •B NÍF >,69 n > :N⁻-\$ - %o#•B

NÍ ó ïEB\* D?÷>ž 11 >

>ž11 #•B NÍ ó ïEB\* D>ž

Å -	69 n W •	69 nN⁻-\$	#•B NÍ ó ï> {B* D
1	8 pB9.J	æ ïB9.J ï ~ æ ïB9.J Ū €	" f>á69 n œ+U } LĂ p ó m ï E -. ÊN⁻-\$B NÍ É c ó 69 nNÍ-\$ >
2	Ý ÷ ÞK6	Ý ÷ ÞK6	" f>á69 n œ+U } ~ LĂ p ó m ï E é Ð69 nN° Å ,^69 n6 f 60 <JÕ Ã ó 69 nNÍ-\$ > 200   ÷ LC x c LĂ p ó m, ° ï ELĂ p ó 30 ,+g>á69 n œ+U b ð c 1F? 10 /W N´ ØF >, ÞK6 >
3	: [K610E H	AôAx ç ©#q Þ ï ~ I Ð ùK6#q Þ 10E H ï ~	" f>á69 n œ+U } LĂ p ó m ï E -. ÊN⁻-\$B NÍ É c ó 69 nNÍ-\$ >
4	xB> Z	xB> Z	^69 n • f ó 1´ ï E é Ð8 ' v >ž, ° 7 P´ +h ï L • ï µ ,69 n6 f 90 <JÕ LĂ p ó m ï E ó 69 nNÍ-\$ '9 ó B> Z E4ú   p } ! , O5p G, ° B> Z / • p"x ?>á ó c œ+U4ú F µ
5	æ ÷ ž\$VF% ´4ô @4ô A 5 > µ Þ µ	AôAx æ ÷ æ Ê %o: [K6 Þ µ ï ~´4ô @ p q ,4ô A pE» µ	" f>á69 n œ+U } LĂ p ó m ï E -. ÊN⁻-\$B NÍ É c ó 69 nNÍ-\$ >

		AôAx æ ÷ Þ μ ï ~ ´4õ A p q ð @ p E» μ	" f>á69 n œ+U } LÅ p ó m ï E -. ÊN-\$B NÍ É c ó 69 nNÍ-\$ >
--	--	---	--

´ 1 μE C!™ %01 ç# F1b Â1 1b Ê —?ú Ð Æ ç+^ 7 P L6; ¬ Ó#  
- ?)"1 f f,°5 PÂ6; C ÍL† Ð ðCc | ¬ = Ð,°5 PÂ6;;° | ÷ , È Z  
¬ 5 :[6;;° ç ©1 ç >

´ 2 μE C!™ %01 ç# F1b Â1 1b “ —?ú Ð Æ5 :[6; C Í \_+^ μ ∈ L  
6; ¬ ï# , / | ÷, °C^H = |' F < = ]73 =+^FJ =+U Ý6; = ? ~ UL† =  
Ý f1•' K ðB%@ ,°<• } Û V >

´ 3 μE C!™ %01 ç# F1b Â1 1b w 6 —?ú Ð Æ5 :[6; C Í È Z1  
ç / • p-\$,° , „ Ä F b ,° - r K6 d | ÷ >

´ 4 μE#¾Co6;y- Ú# F1b 61 1b w | — Æ5 :[6; Ê %0 A ÷ ¬ Ñ  
,° | ÷ L6; C x 1\> LÒ ðDá =CX Ý ç ž,° ?."x > / %73§ ðDá =CX Ý  
ç ž,° | ÷ Â C x , Ê %0 G#¾Co6; ' 0 -U Ô,° B\* D Â D.æ,° Aœ/p , ¬B\* D  
Â = D!™.æ μ+^ | ÷ L6; Û C x,° ï# Lh!~ § é +U,° ï# >

´ 5 μE#¾Co6;y- Ú# F1b 61 1b Â w — Æ5 :[6; G #¾Co6; Ñ?  
© | ÷ L6; C x,°C^H = ]73 =+^FJ = ? ~ UL† 1• ¥ , Ê %0U Ô = žM~ ,  
C Í '<• } L6; K ðB%@ ,° Û V >

5 :[6; /#¾Co6; g ¬ Ñ ,° | ÷ L6; C x,°C^H Â μ+^ ï# 1•L\$NÍ  
0,°B L\$, Ê %0 ' 0-U Ô = D.æ,°1Š C >

5 :[6; Ñ | ÷ L6; C x Ê %0D.7 = - >

´ 6 μE > B# F1b “1 1b 6,´ ? w — Æ | ÖE > B e 0 ÖE ðEç01 =,°(ÿ  
,° v ? y Ä | ð , | ð e -!t,° > B >

´ 7 μE > B# F1b “1 1b 6,´ ? w 6 — Æ | ÖE > B,° » ilš Ó'• b#  
1b w Â —,°?ú Ð L , F % ; " :>û ï E = öPÂ = ü Â ï# =5 1í ï E =  
> B μ+^,° ½ • ¬ ~ Ñ1• —!t >

´ 8 μE > B# F1b “1 1b 6,´ ? w Â — Æ 0 ÖE,° =,°(ÿ , Ê %0 ” Ä 0

OE ð v ? L6; 0 OE ð ? y : < ># Á =>, u# ?ú/!~ L6;L† IEϕAß,° =,°  
(ÿ , Ó' -?ú Ð >

´ 9 µE > B# F1b “1 1b 6,´ £ w £ — Æ 0 OE ð < - Ú =,°(ÿ,° ,  
0 OE ð / - c 6 - =,°(ÿ C Ú L6; Ú C1\ >4Ü Ð ,8\* µB - =,°(ÿ C  
73 Ô)æ > B-\$,° , | ð % gB - =,°(ÿ@ Lš >

0 OE ð C Ú - c 6 - =,°(ÿ L6; Ú C1\ >4Ü Ð ,8\* µ D - :  
- =,°(ÿ,° Ú C73 Ô)æ > B-\$,° , | ð % gB - D - :  
- =,°(ÿ@ Lš > | ð , Ò g - c 6 - =,°(ÿ@ Lš ,B - =,°(ÿ D - :  
- =,°(ÿ- È Ó Ž,° , % g (5 Ú Â ` Ú ,° : - =,°(ÿ@ Lš >

´ 10 µE > B# F1b “1 1b 6,´ Ê w Ê — Æ 0 OE ð Ú ,° =,°(ÿ C1\ >  
C^H ?."x,° , | ð % Ó' b# 1b 6,´ 6 w 6 —,°?ú Ð?."x µ ûF 4ÜCY  
1 >

´ 11 µE > B# F1b “1 1b 6,´ Ê w £ — Æ 0 OE ð Ê %o ?'4Ü Ð,° ;>û  
ï E Ú =,°(ÿ > / ;>û ï E"x ?4Ü Ð L6;4Ü Ð C D.α , Ó' b# 1b £ w  
6 —,°?ú Ð C73.α Ð,° , Ê %o ?'FP+^,° ï E ;>û , "x ?FP+^ ï E,° ,  
Ê %oGý Cé Ú =,°(ÿ,° ;>û ï E >

´ 12 µE > B# F1b “1 1b 6,´ £ w 9 — Æ < U !t,° | ð ` e f  
U -!t,°H NÓEô f žG -!t,° Ê < • 6,° , 0 OE ð % ?."x | ð e ž  
G -!t L6;@ Lš > B > 0 OE ð @ Lš > B,° , % G | ð ?."x e B =,°  
(ÿ,° µ+^Co >

´ 13 µE > B# F1b “1 1b 6,´ £ w | — Æ # m ÷ | OE,° %o Á ð Ê %o 7  
Ž m ÷ , - % / m ÷ C^H ¾ B\* D > 0 OE ð Ú ,° =,°(ÿ Ê %o D m ÷  
-B\* D,°C^H -. B >

´ 14 µE > B# F1b “1 1b 6 ,´ £ w “ — Æ # m ÷ | OE,° | ð C. F%o  
m ÷ ?LÆ;s\* †+ë,° , © µ Ú ,° =,°(ÿ D m ÷-. B , 0 OE ð Ú ,° =,°(ÿ  
,°C^H 'l Ê %o1\ > B0 (ÿ,°FP n = ü >

´ 15 µE > B# F1b “1 1b 6,´ 9 w — Æ B +^ | OE,° %o Á ð % 4Ü Ð =  
,°(ÿ,°B +^ UL\* > /B +^ UL\*"x ?4Ü Ð L6;4Ü Ð C D.α , Ó' b# 1b £ w



6 —,°?ú Đ C73.¤ Đ,° ,+g 0 OE đ.¤ Đ >

´ 16 µE > B# F1b “1 1b 6,´ 9 w 6 — AEB +^ | OE,° | đ ^B +^ U

» % Cc | =,°(ÿ , •% 5 Cc | >B +^ UL\* €% , | đ / e \Cc |

=,°(ÿ ` ' >ž/p,° ?ü pCc | >