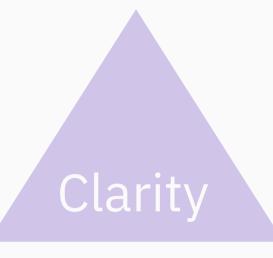
Things to consider



Market Expectations

Navigate the complexity

Remain Focused on maximising attraction



