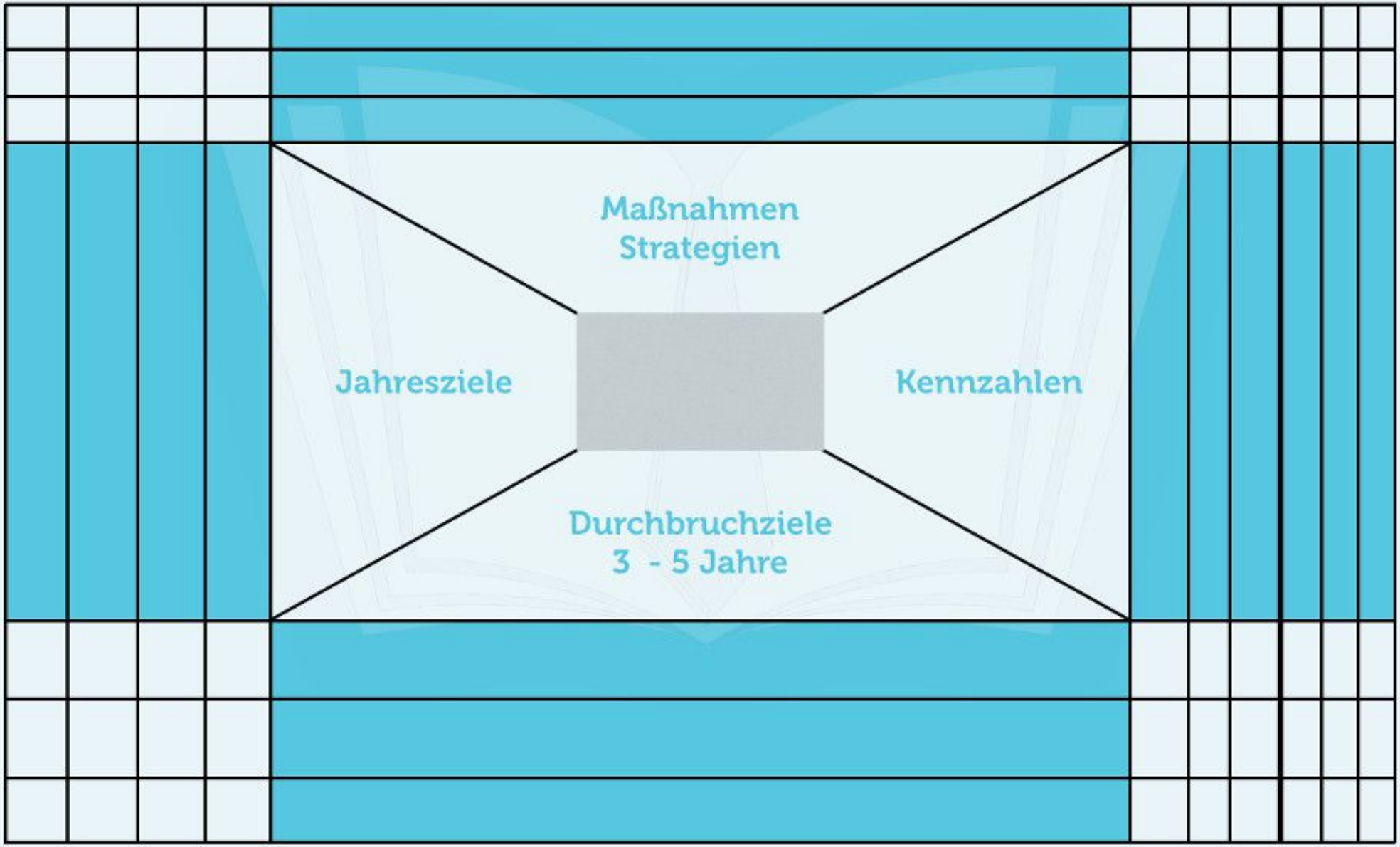Hoshin Kanri Matrix