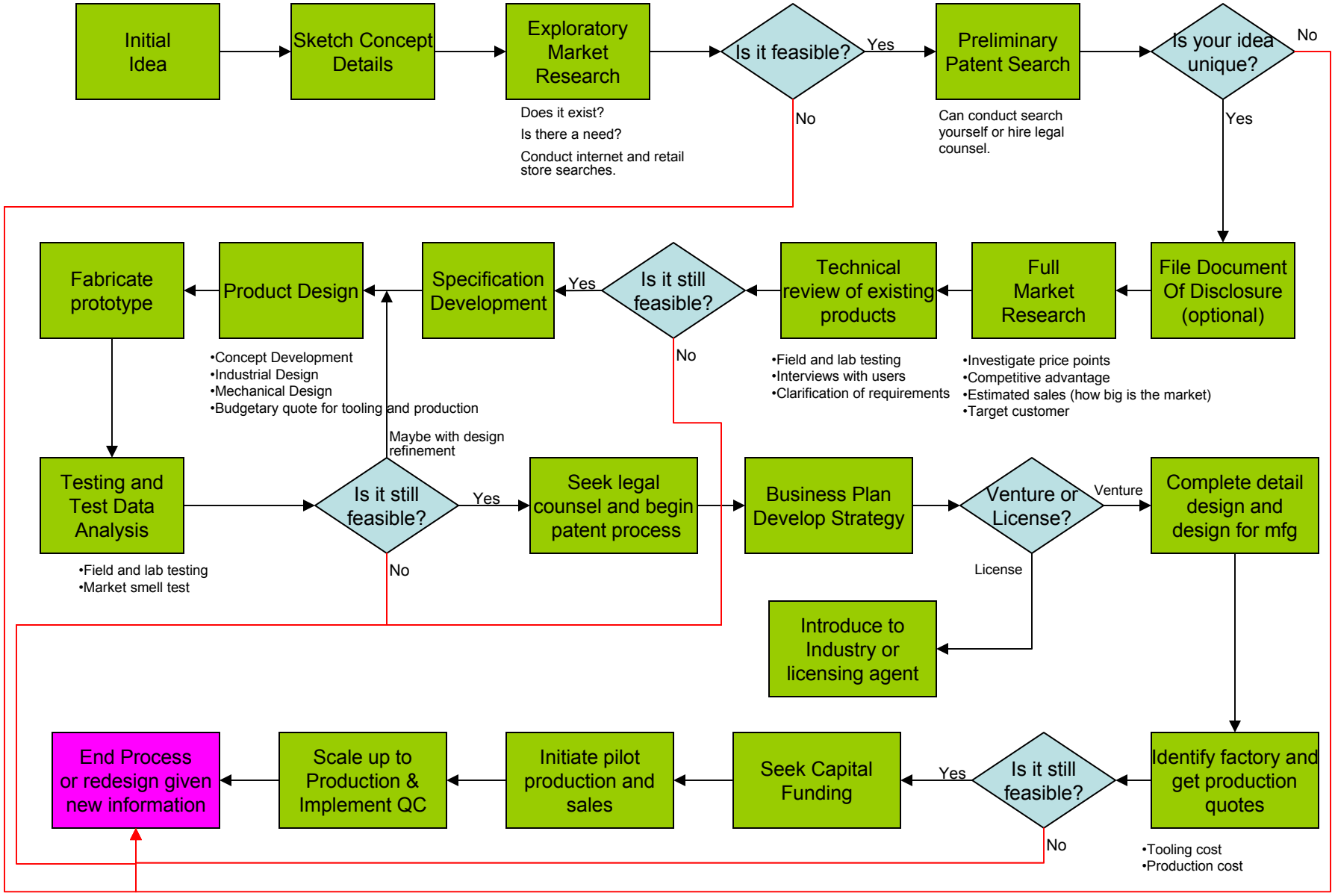Standard Product Development Process