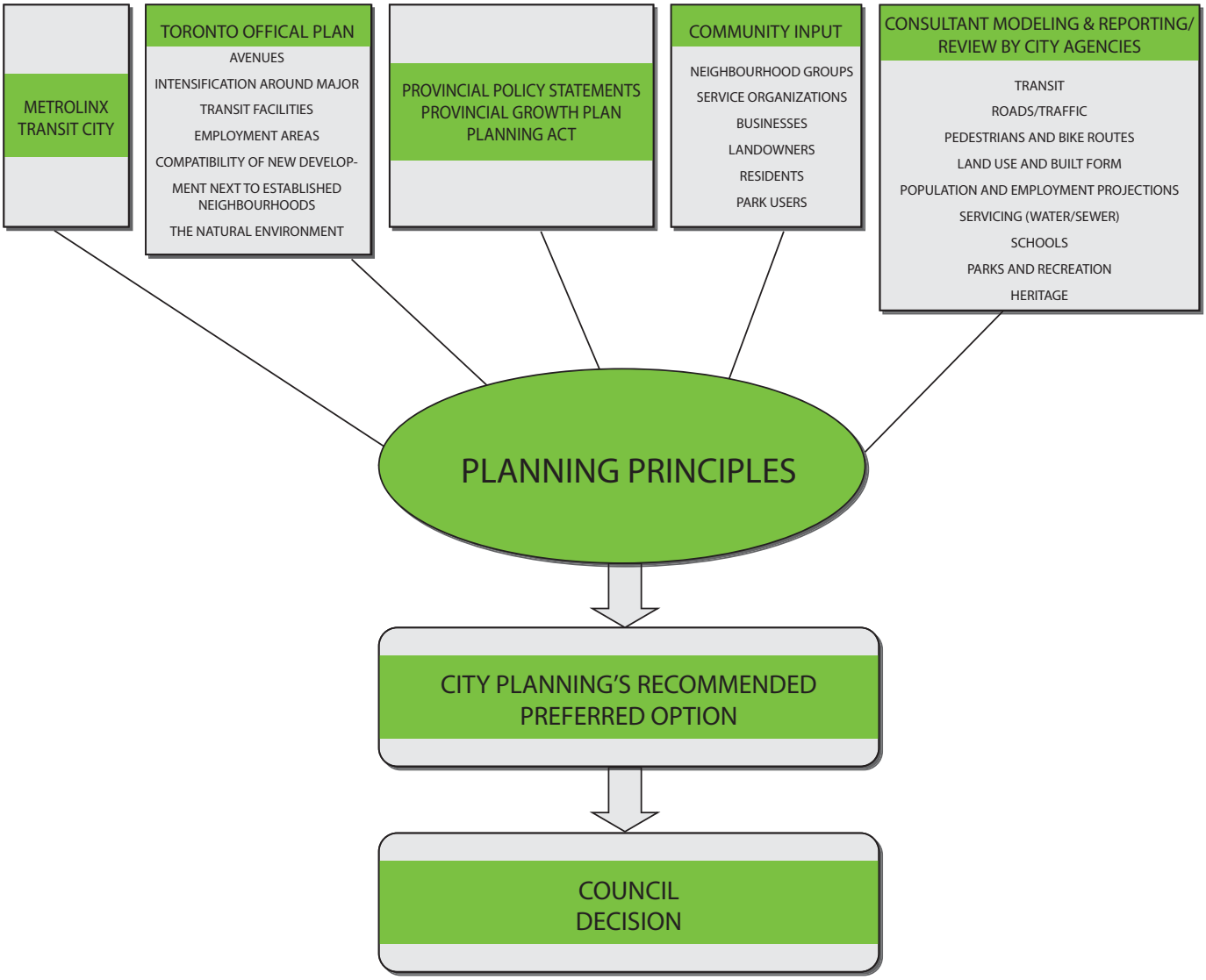WHAT'S CONSIDERED
IN DEVELOPING A PREFERRED OPTION