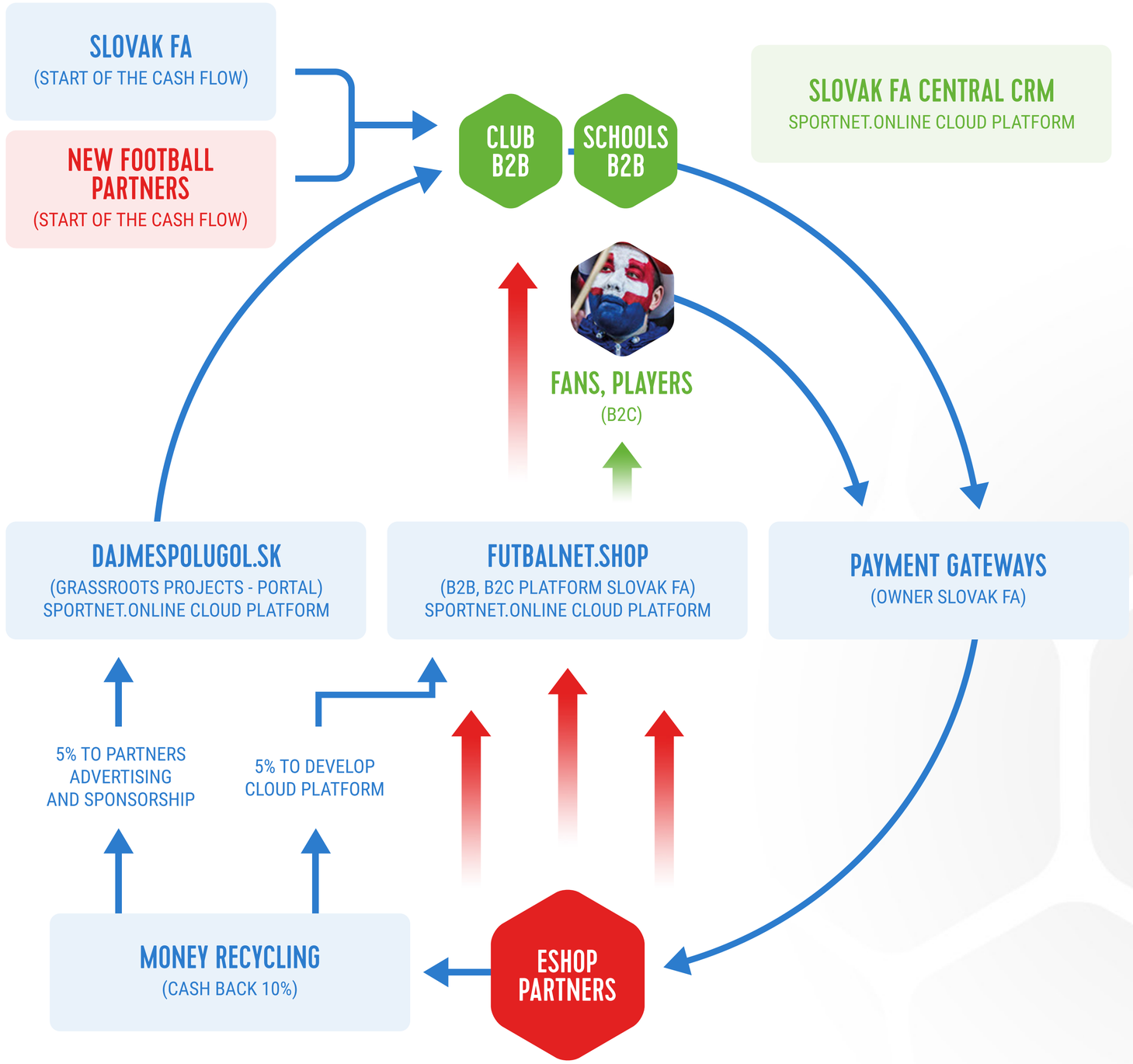ESHOP BUSINESS MODEL SCHEME