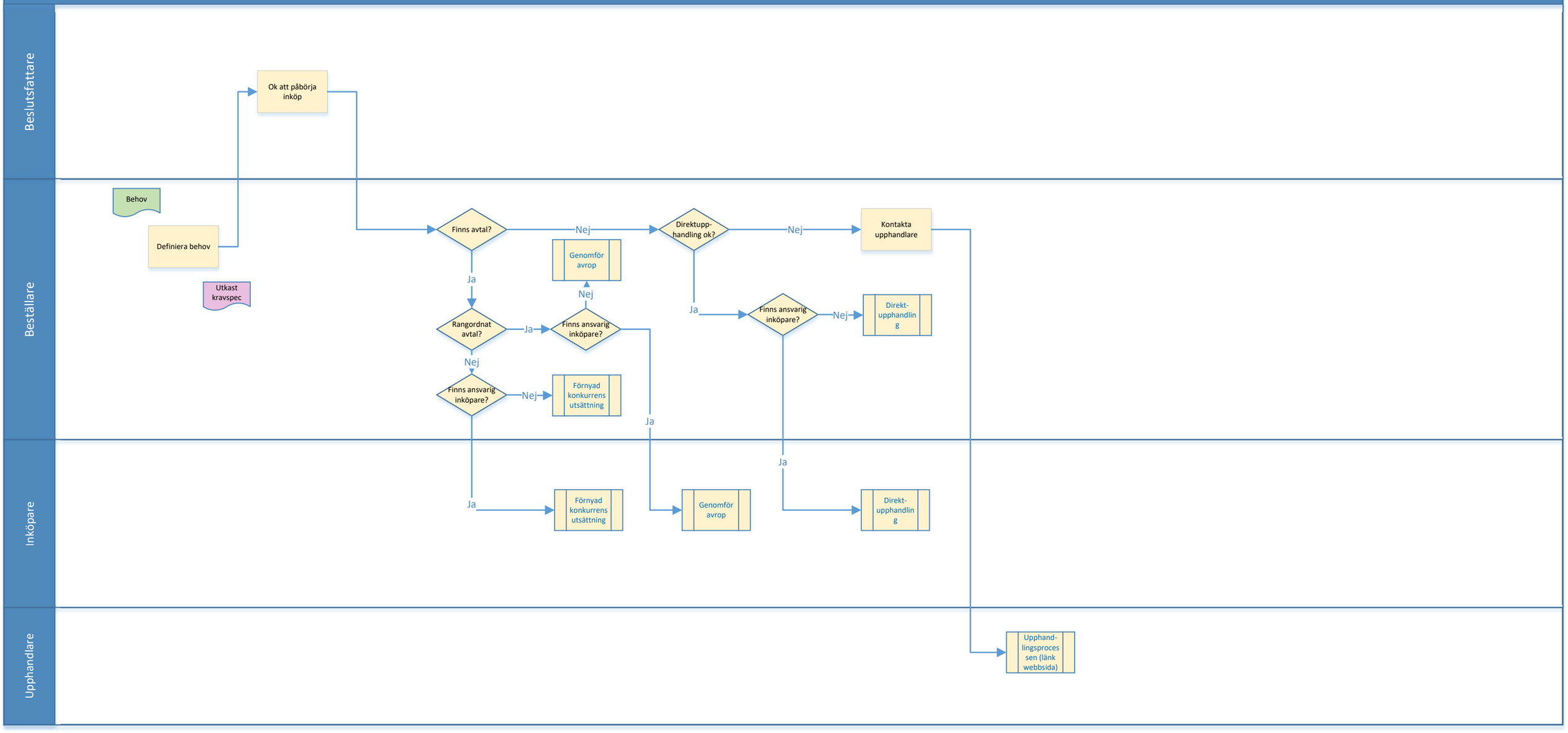Inköpsprocessen