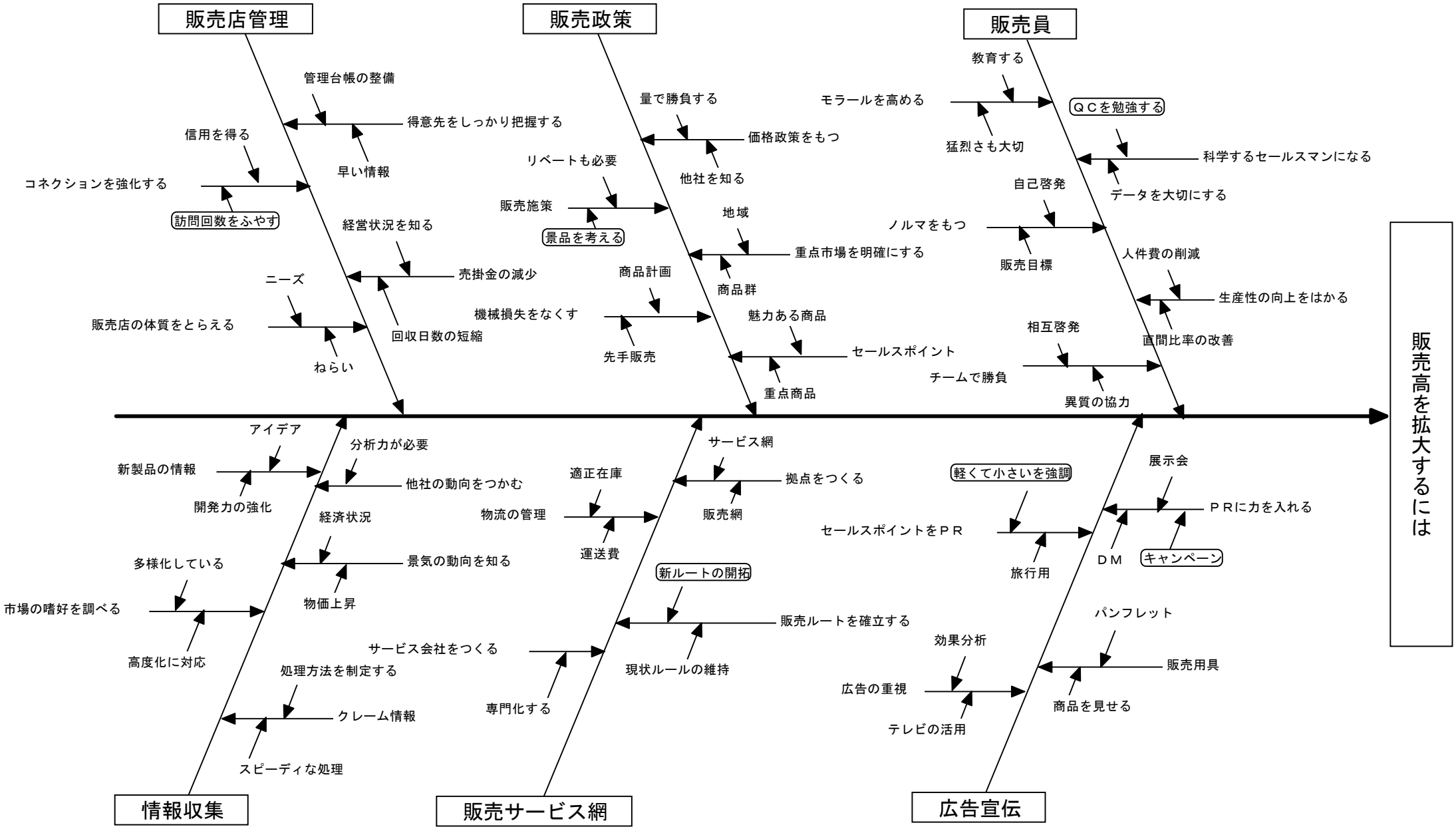特性要因図　販売高を拡大するには