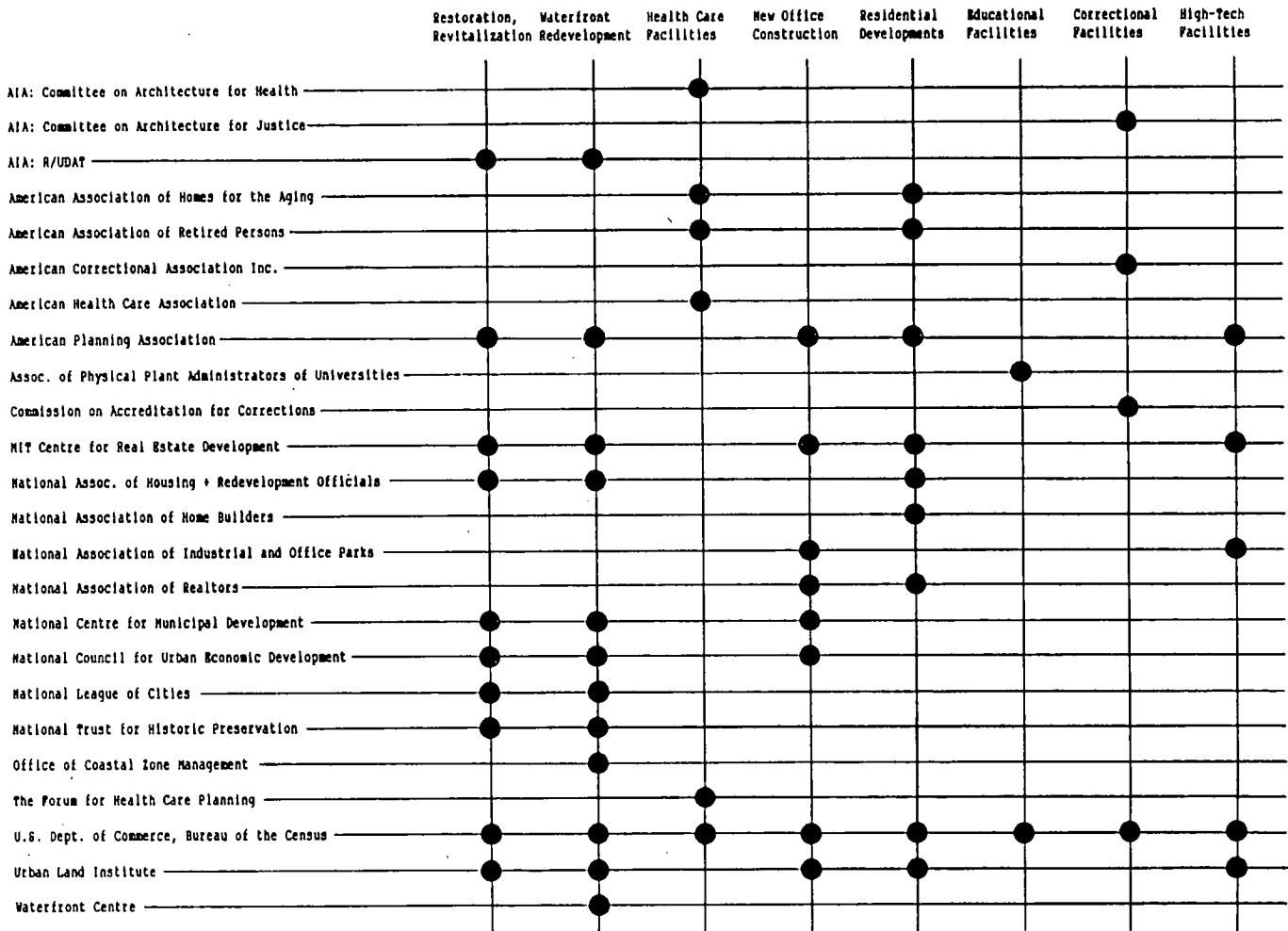


Organizations

Market Niches



This chart is meant as a quick reference to users of this document. The horizontal axis shows the eight market niches identified in the study and described in detail in Section 2.0. The vertical axis shows the key organizations firms should access in their marketing efforts in the U.S. They are described in Section 3.0.