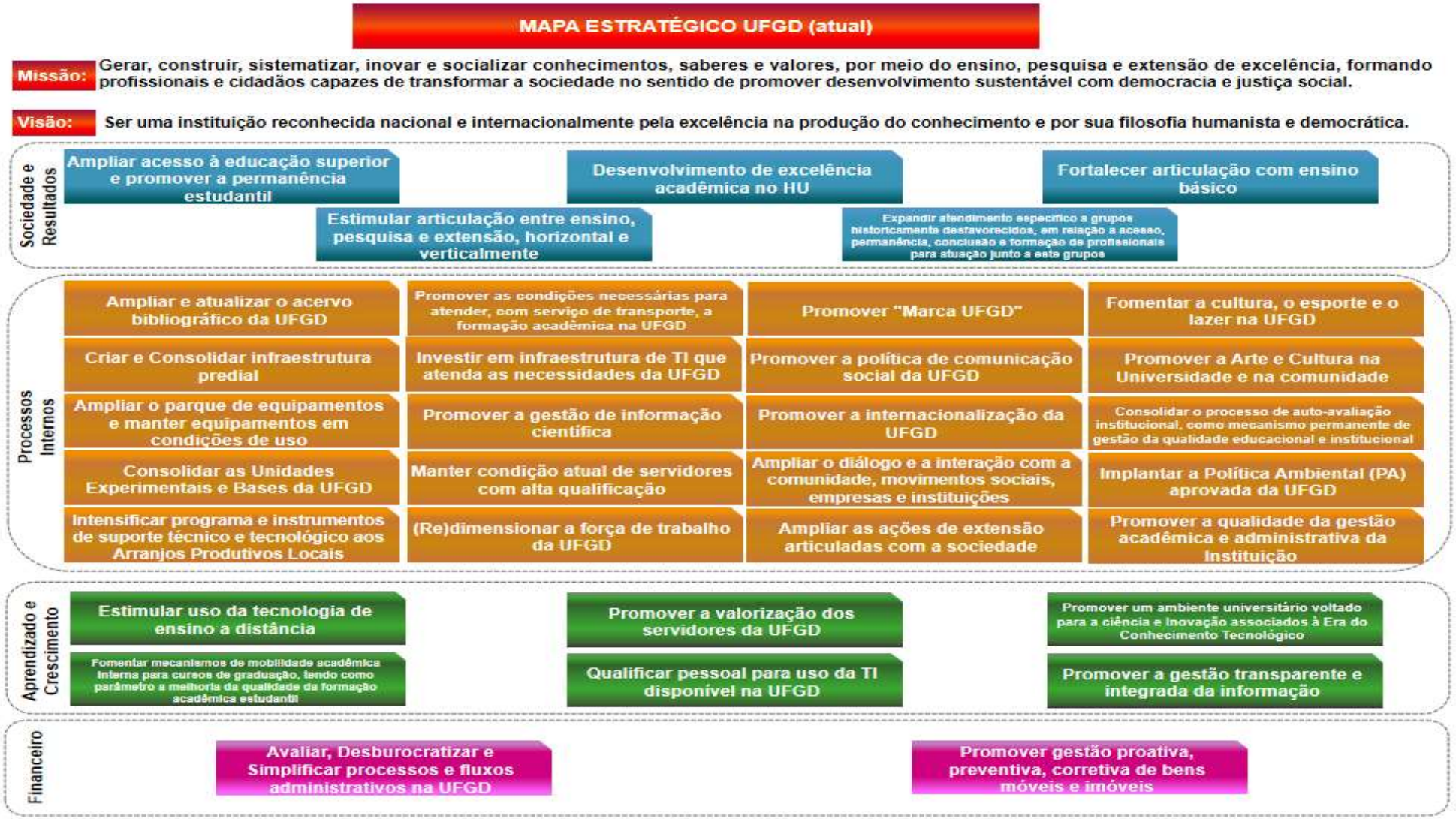Anexo 2 – Mapa estratégico/Cadeia de valor