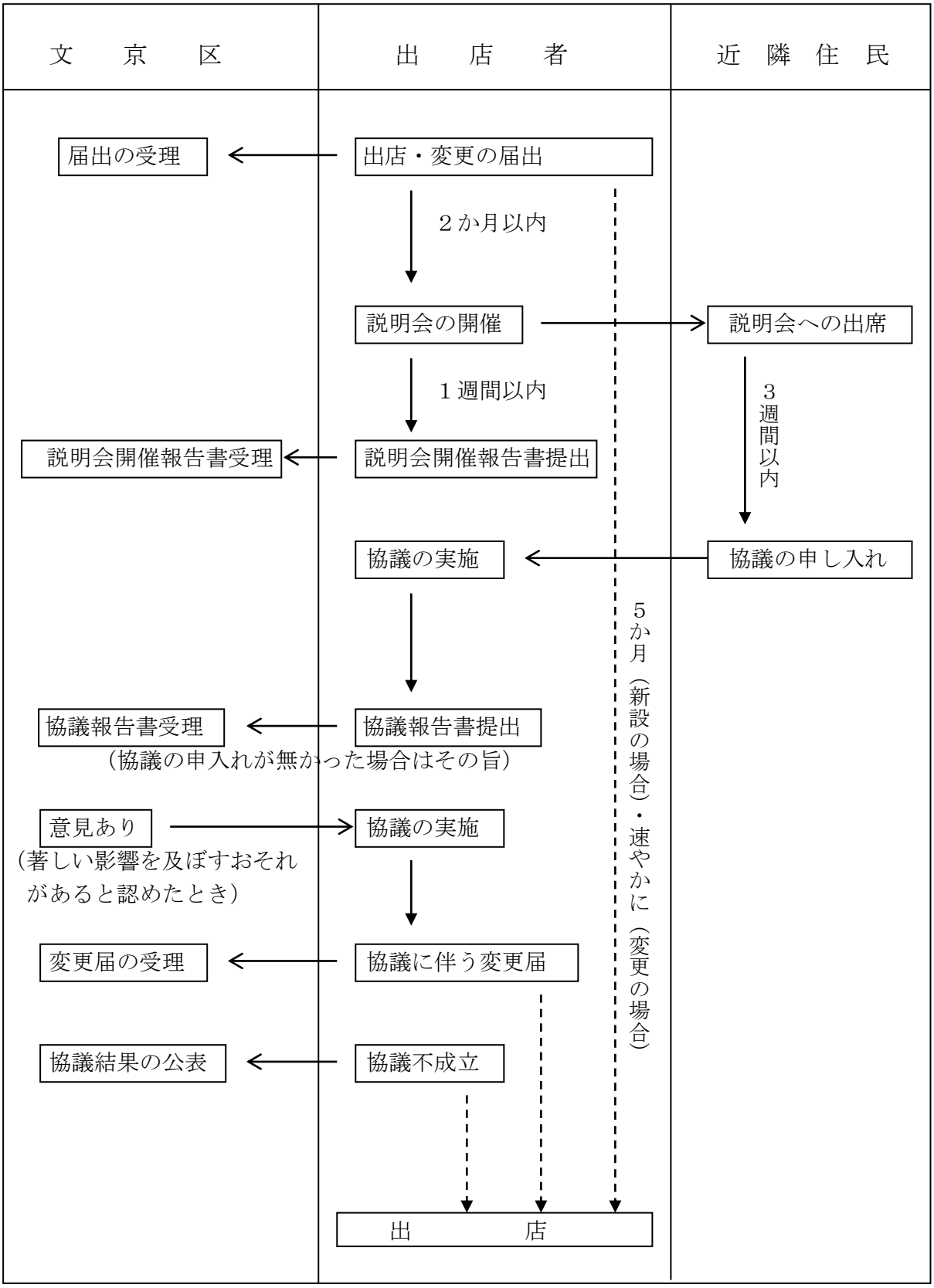中規模小売店舗出店フロー