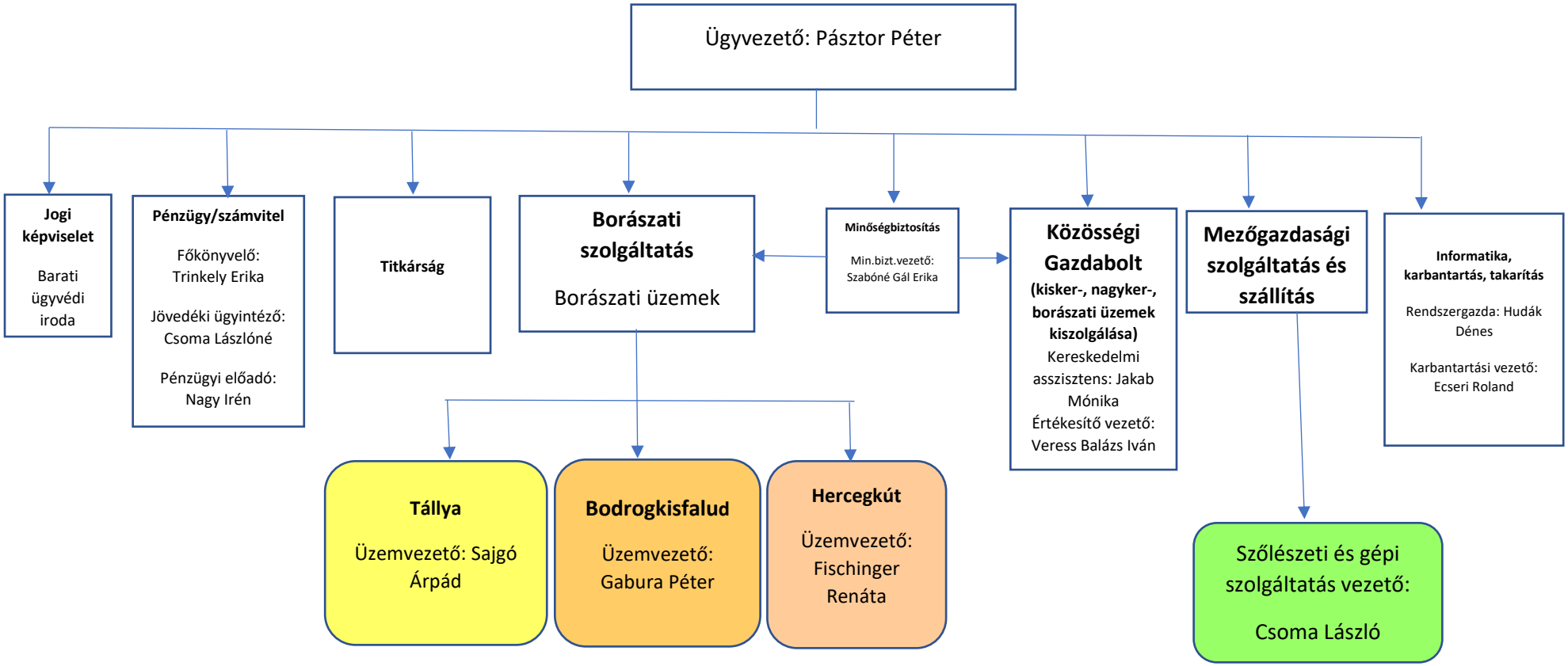SZERVEZETI FELÉPÍTÉS