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| **OUR CUSTOMER****OUR****BOSS** | *SOCIAL INFRASTRUCTURE* |
| **Health** | **Education** | **Culture** | **Sports** | **Security** | **Living** | **Tourism** | **Shopping** | **Accommodation** | **Food, restaurants** | **Transportation** |  |
| *TARGET GROUPS* | **Children** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Youth** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Adults** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Seniors** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Entrepreneurs** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Pets** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Tourists** |  |  |  |  |  |  |  |  |  |  |  |  |