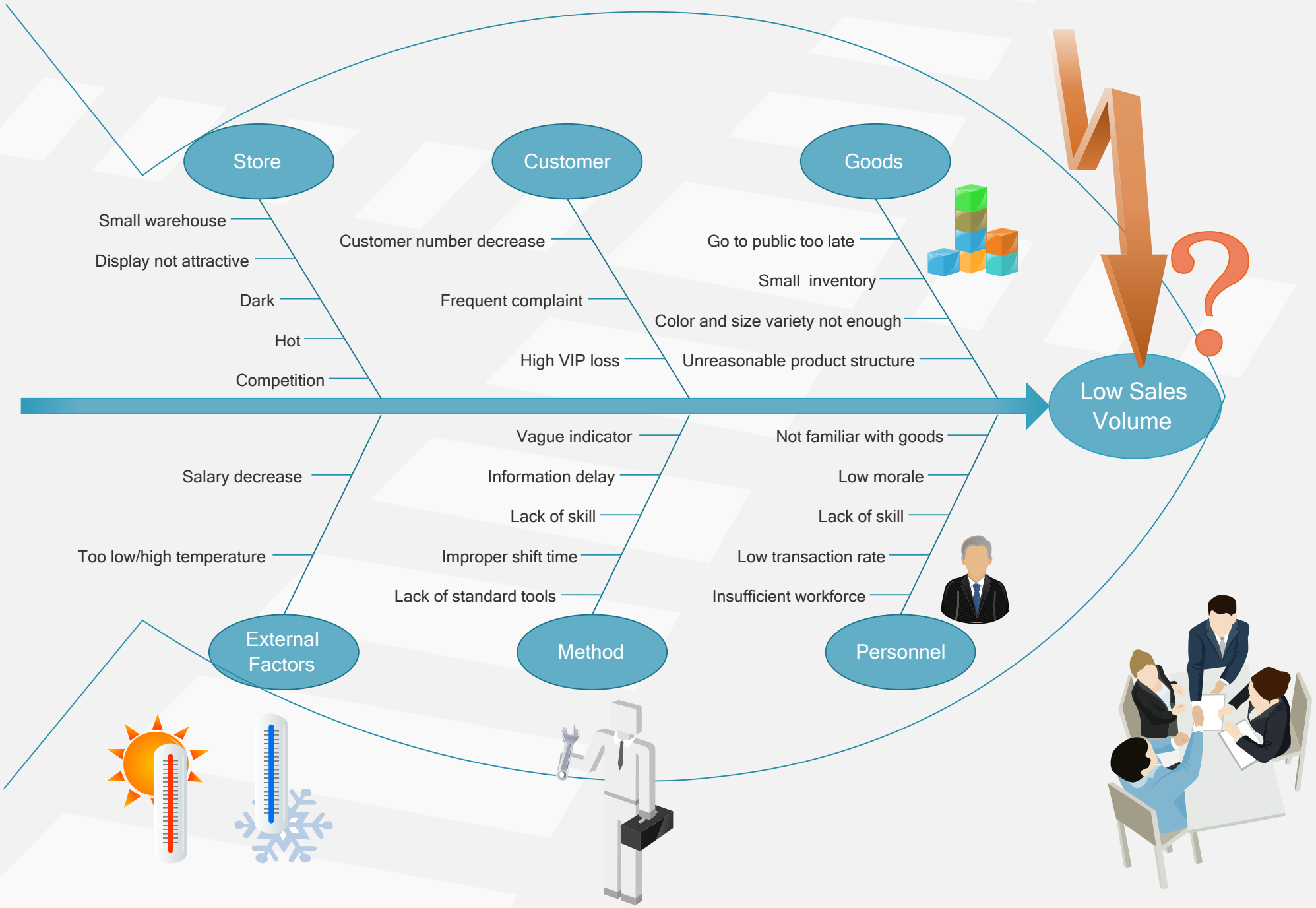Low Market Share - Fishbone (Ishikawa) Diagram