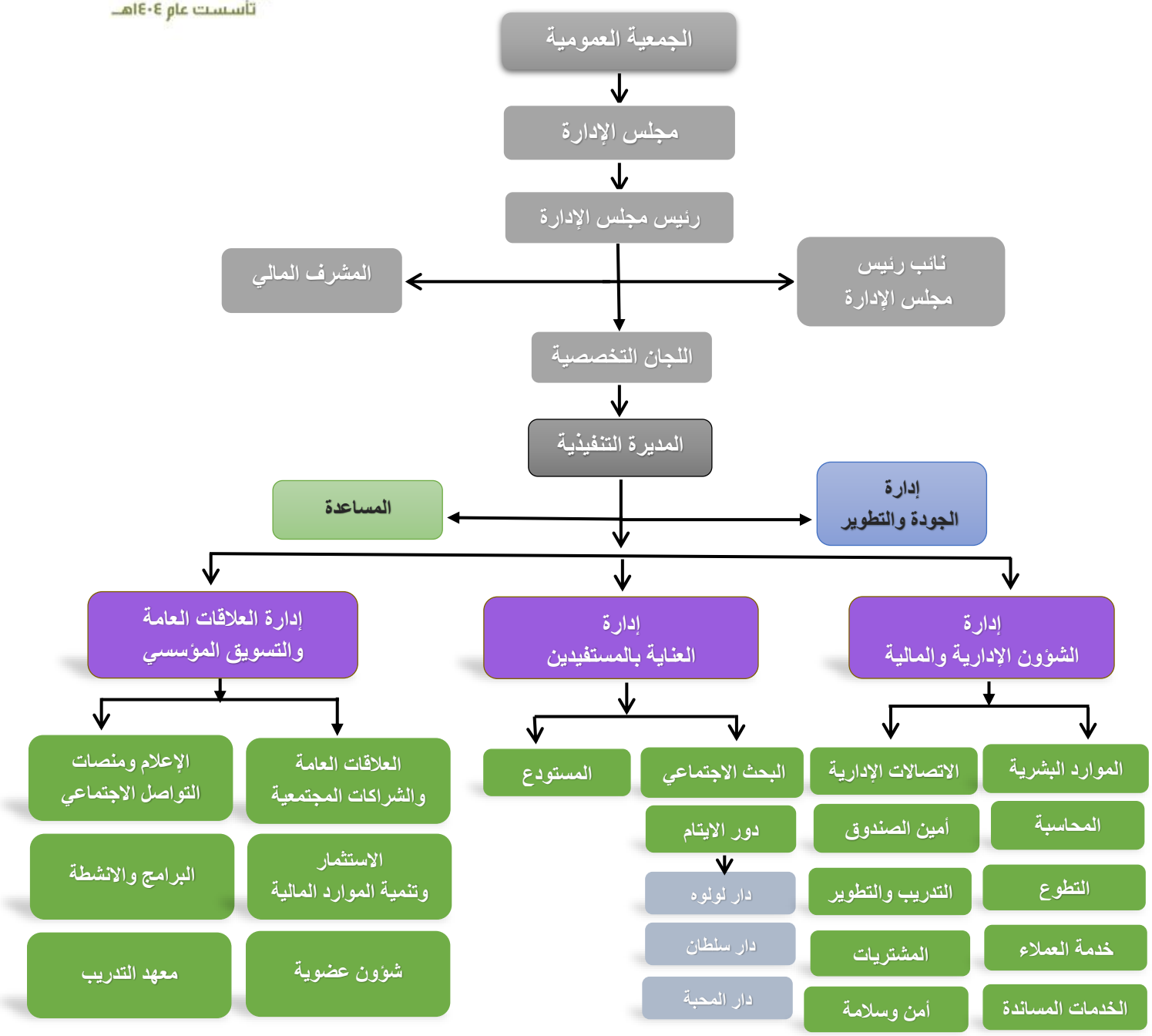الهيكل التنظيمي