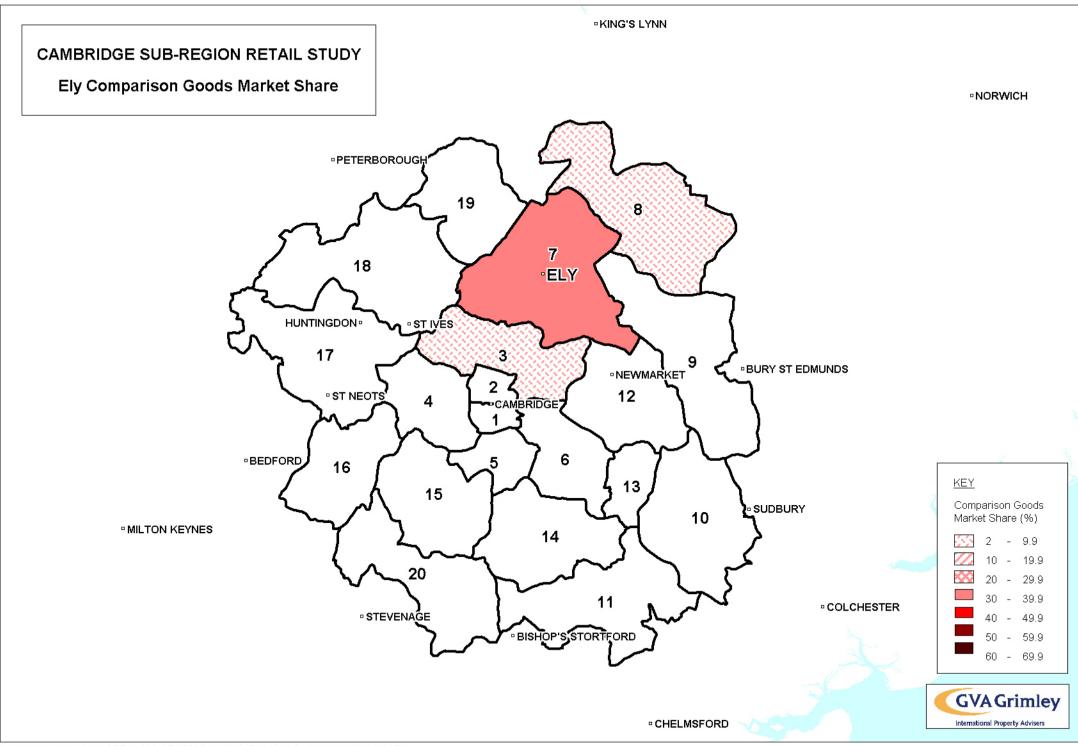
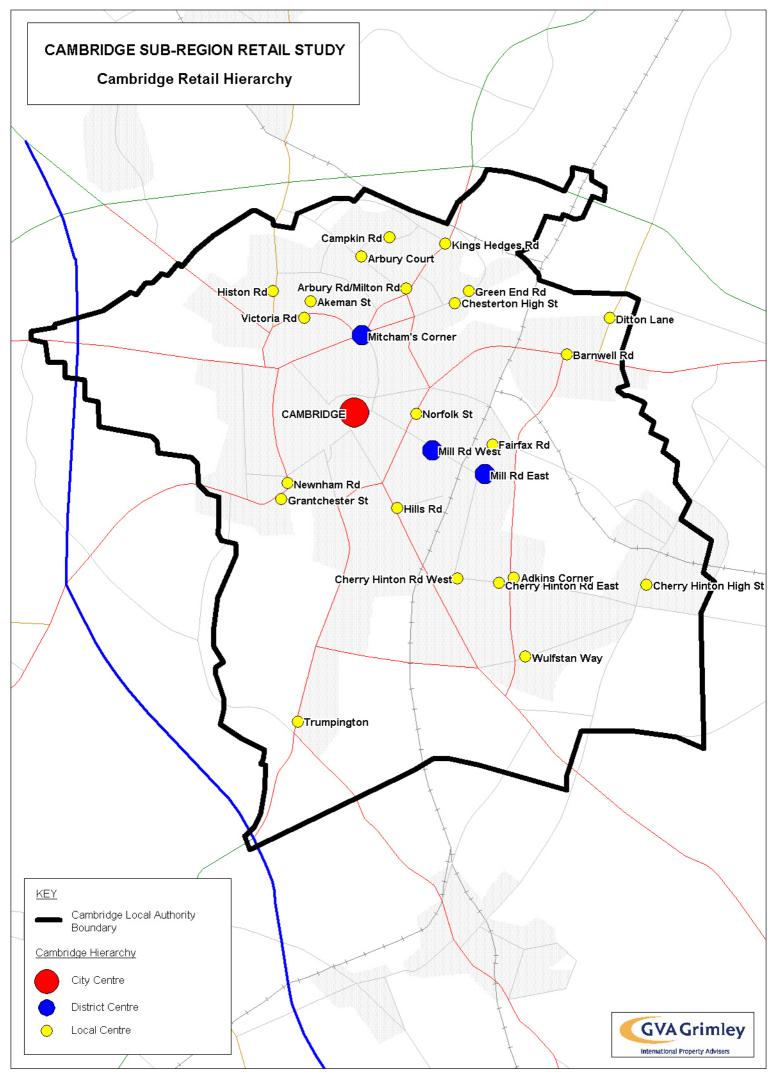
PLAN 10

ELY COMPARISON GOODS MARKET SHARE



PLAN 11

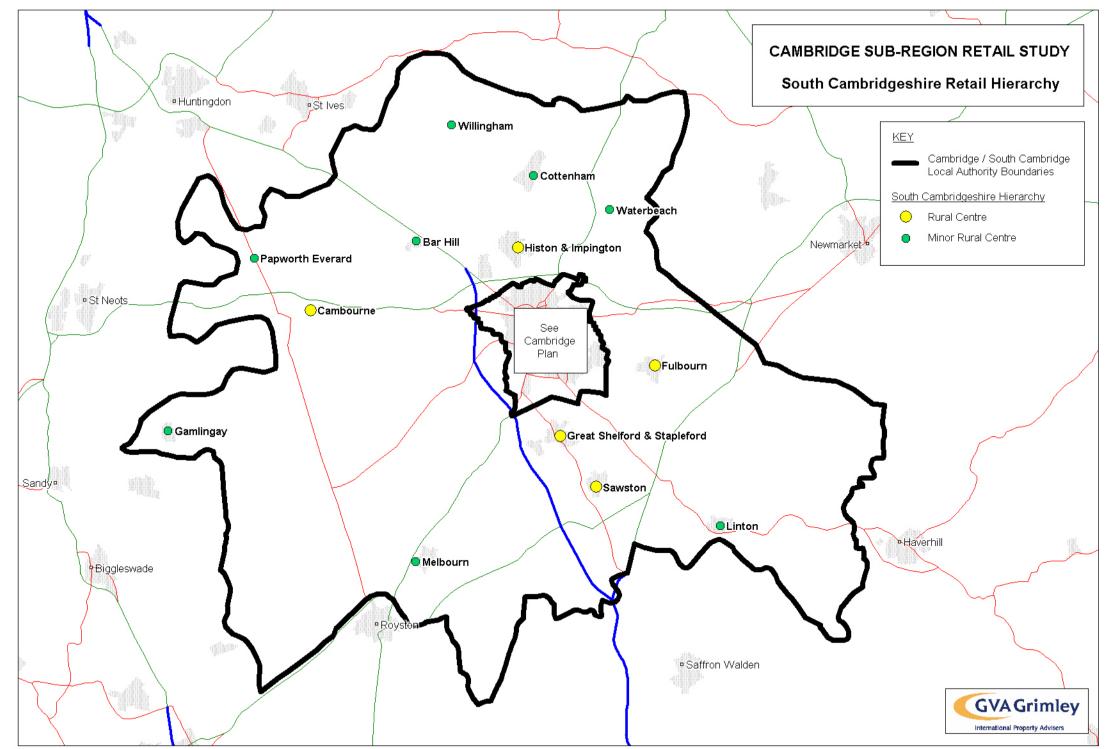
RETAIL HIERARCHY: CAMBRIDGE CITY



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PLAN 12

RETAIL HIERARCHY: SOUTH CAMBRIDGESHIRE DISTRICT



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