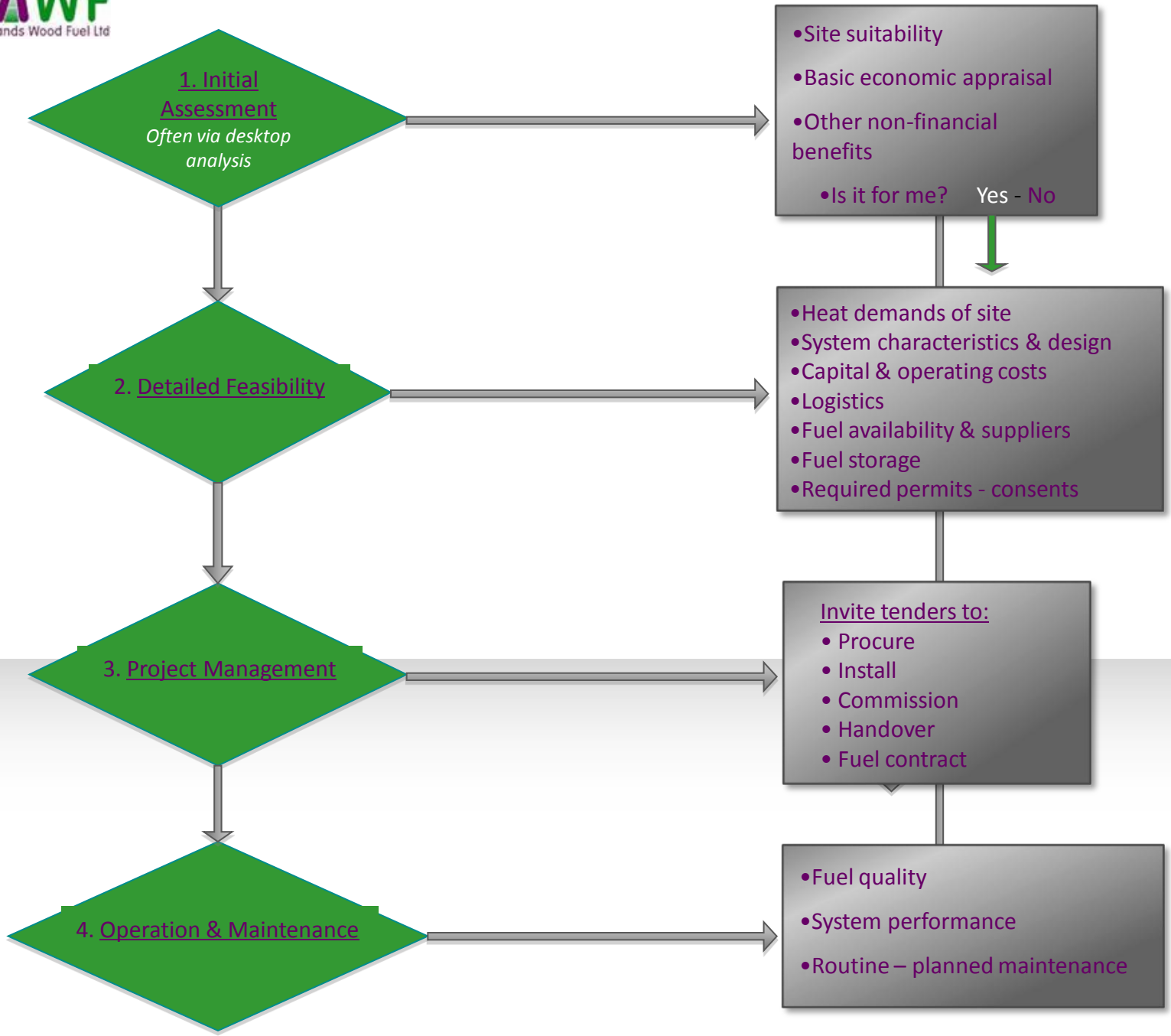Feasibility, Design & Implementation - Our Four step process – *choose all steps or any one or part of them*