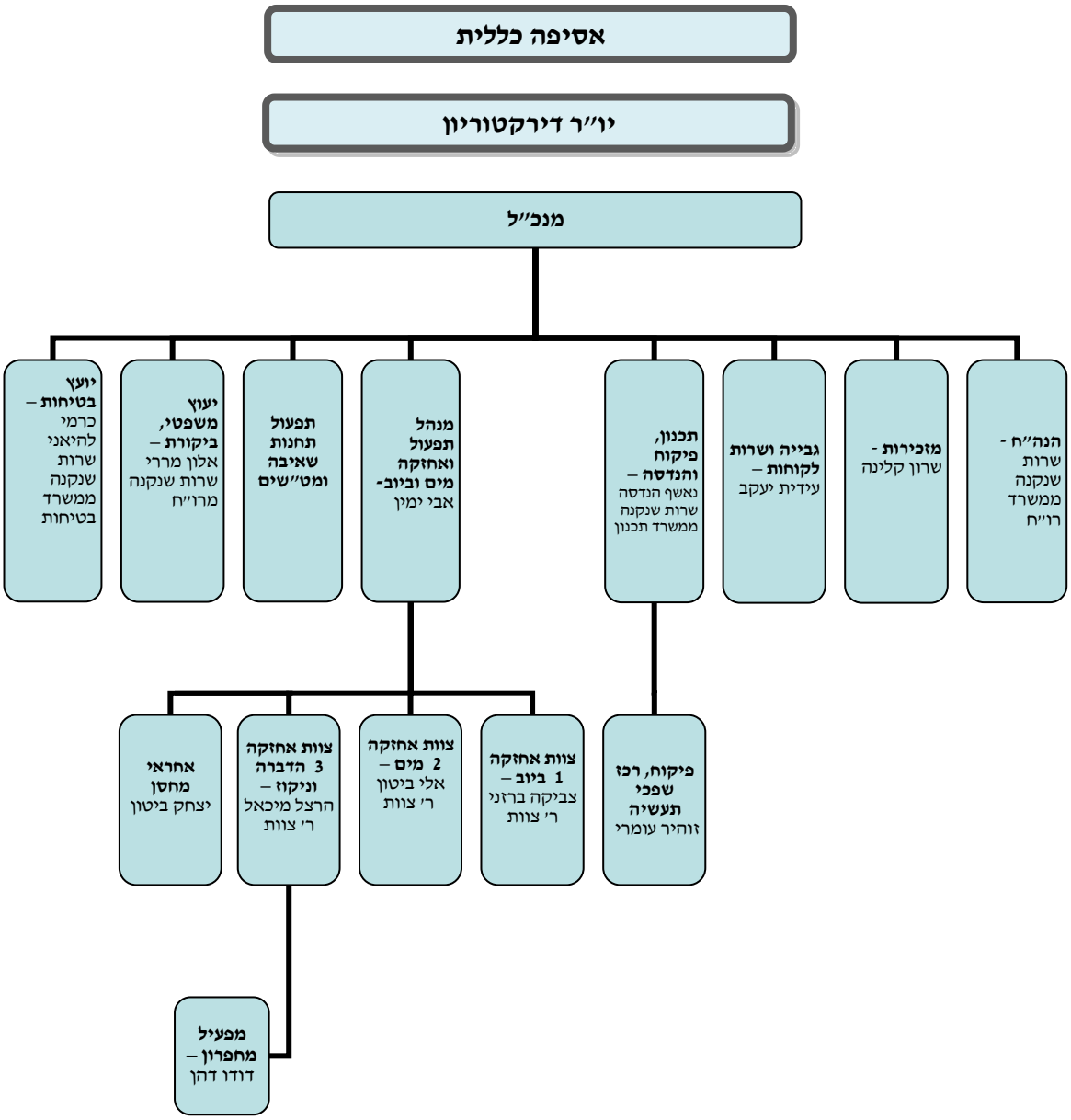3. מבנה וכוח אדם