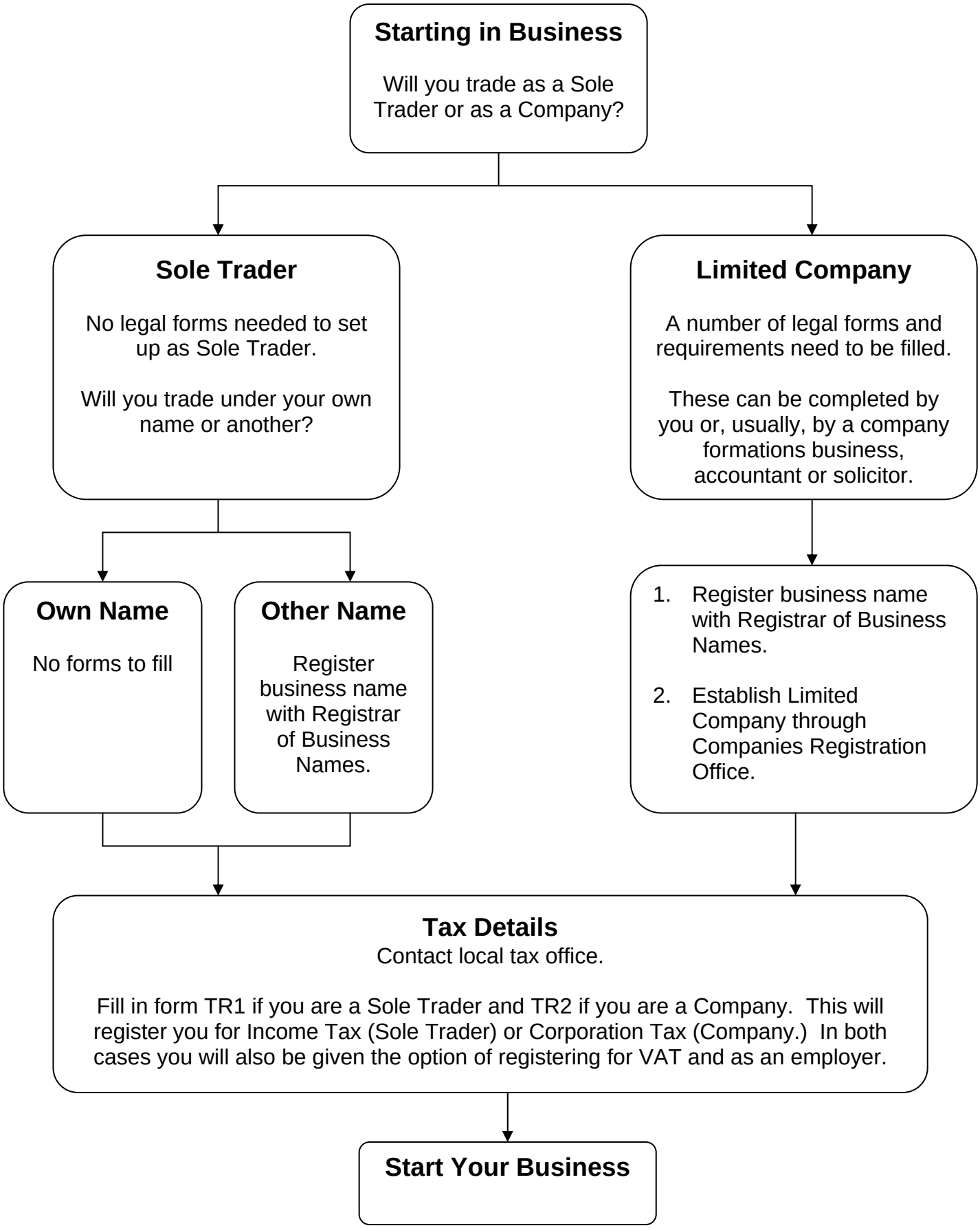How to set up your business: