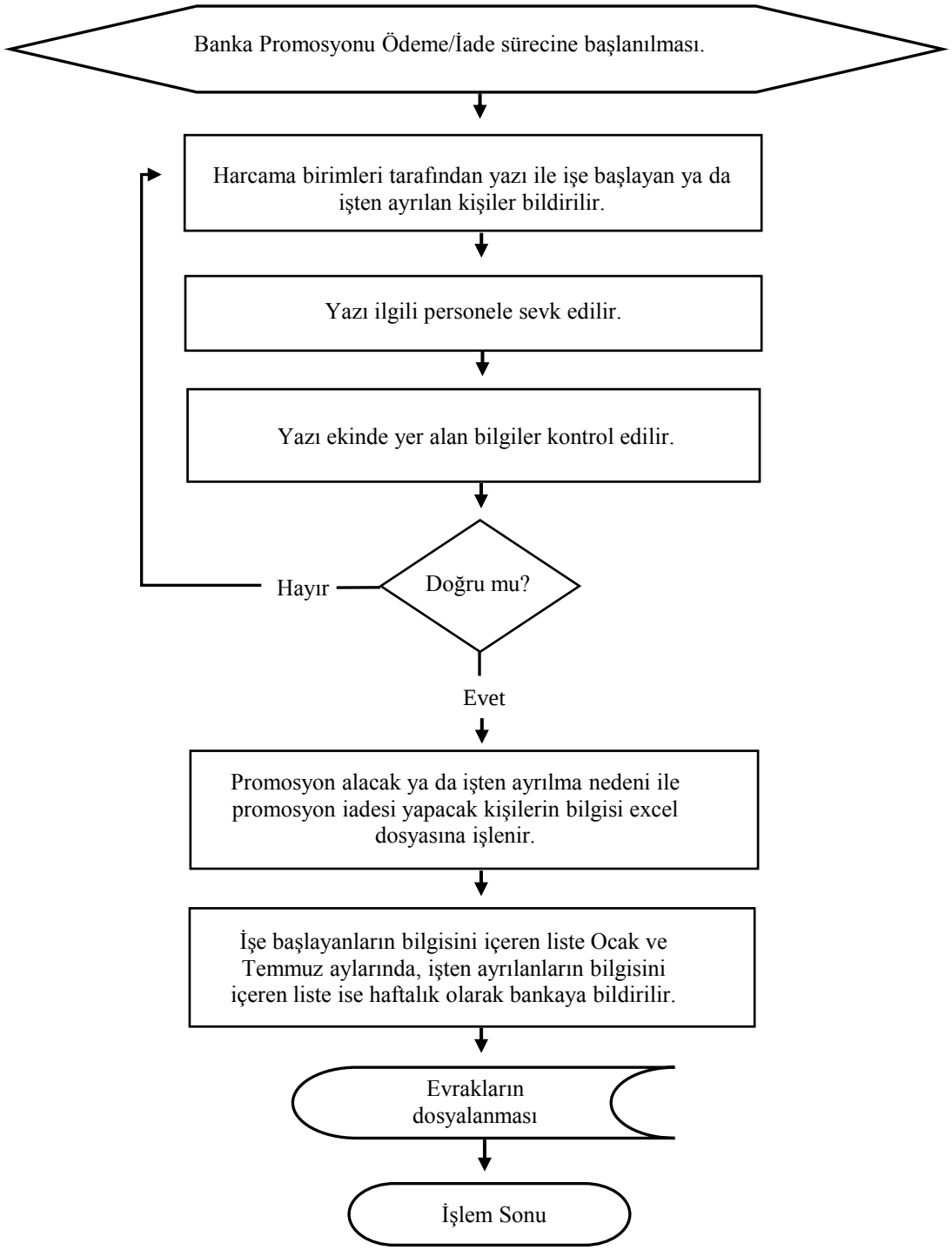PROMOSYON İŞLEMLERİ SÜRECİ