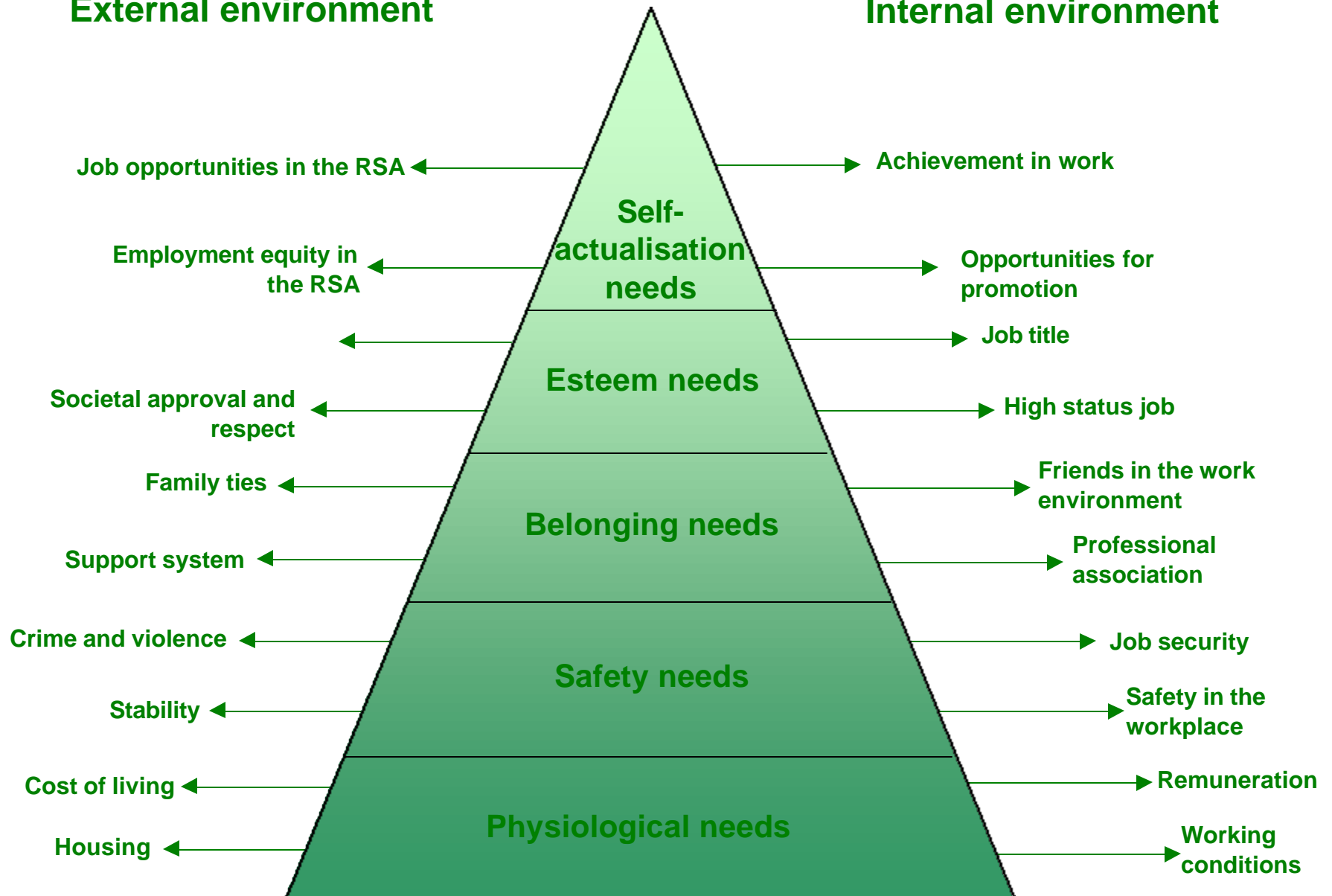


## External environment

## Internal environment



**Figure 1.4**  
**Maslow's Hierarchy of Needs**  
**related to the external and internal environment**