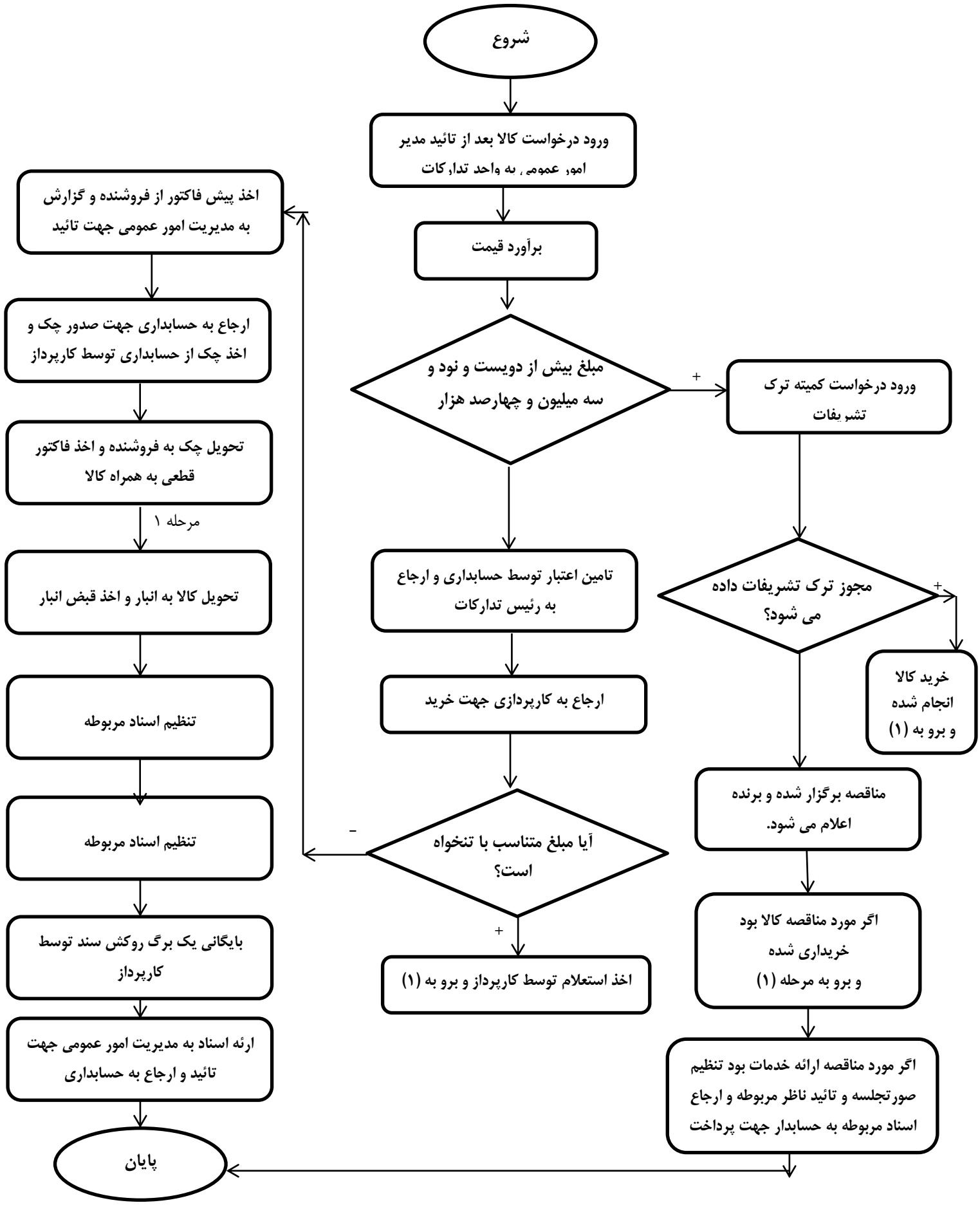فرآیند خرید کالا