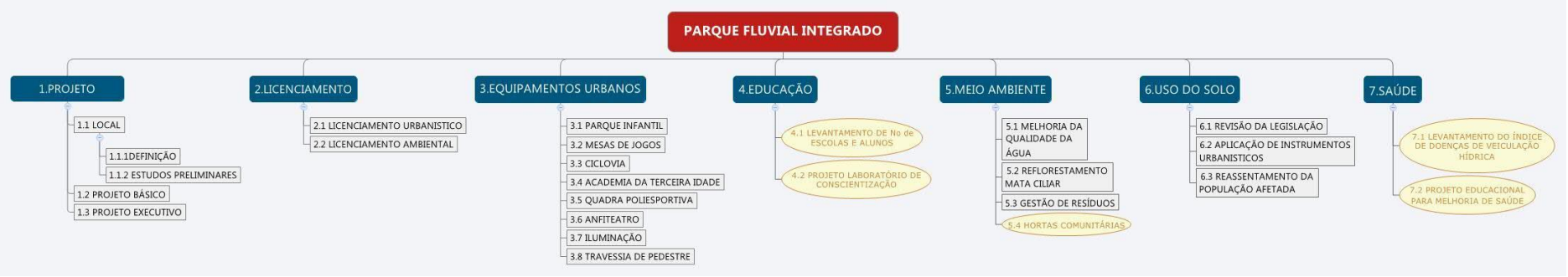EAP- ESTRUTURA ANALÍTICA DO PRODUTO