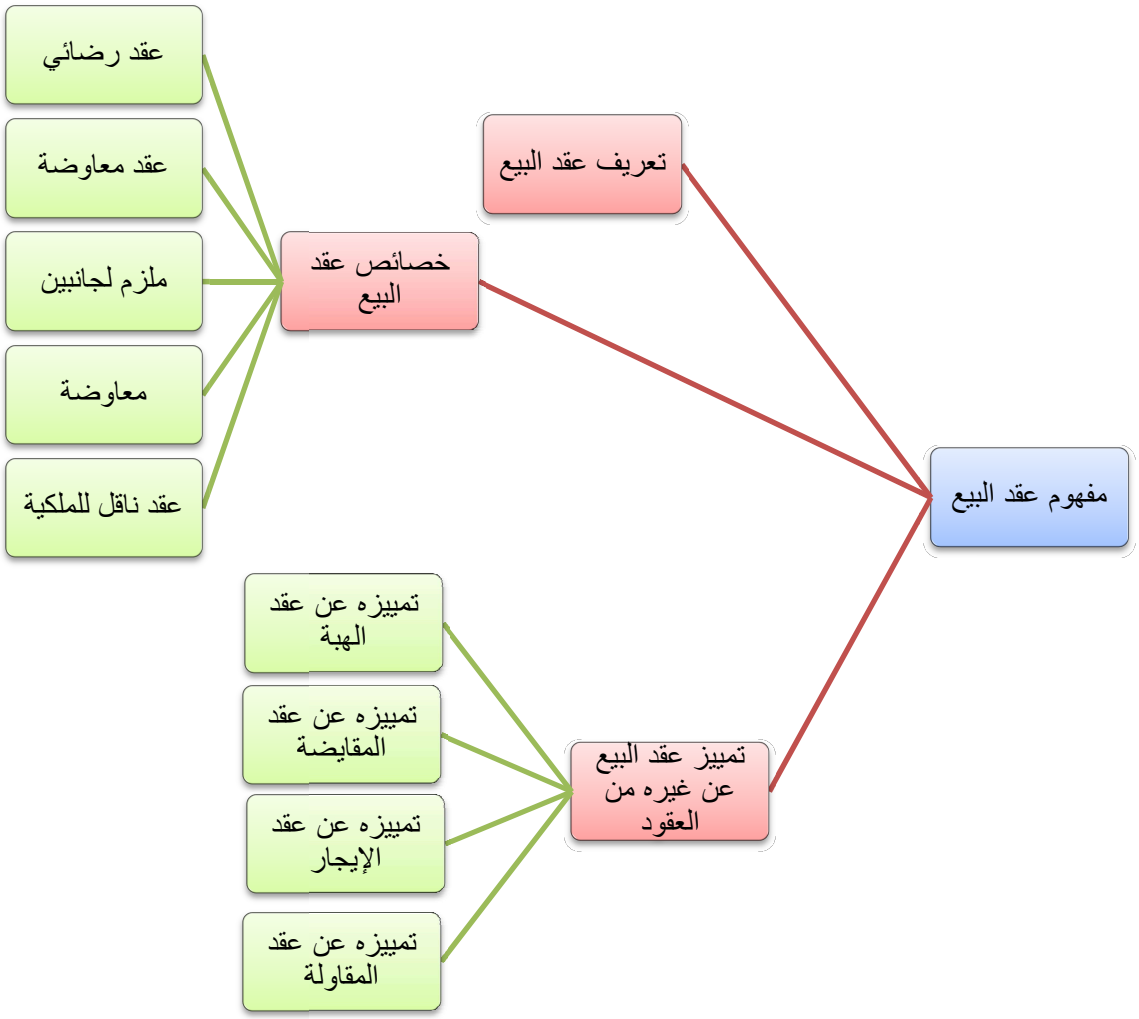مخطط المحور الأول: مفهوم عقد البيع