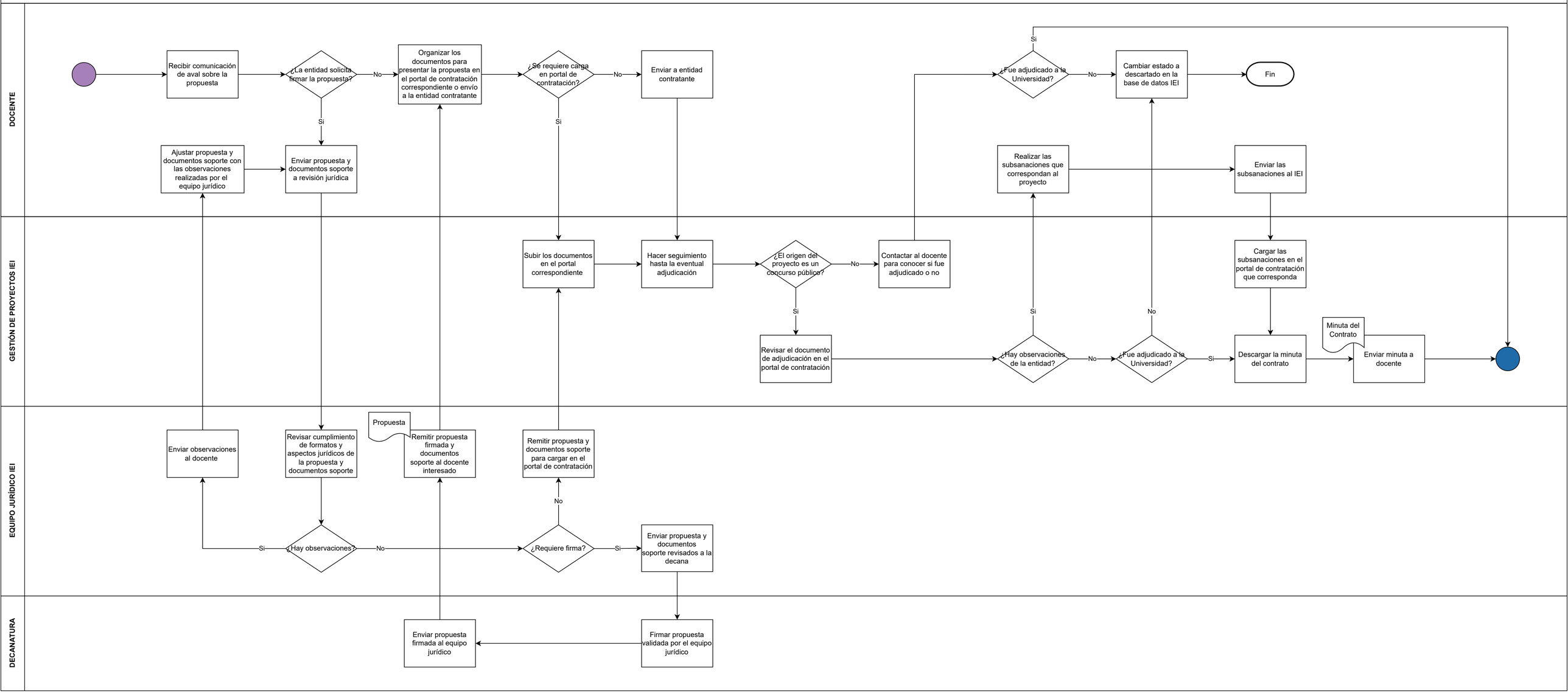PRECONTRACTUAL: FORMALIZACIÓN DE LA PROPUESTA