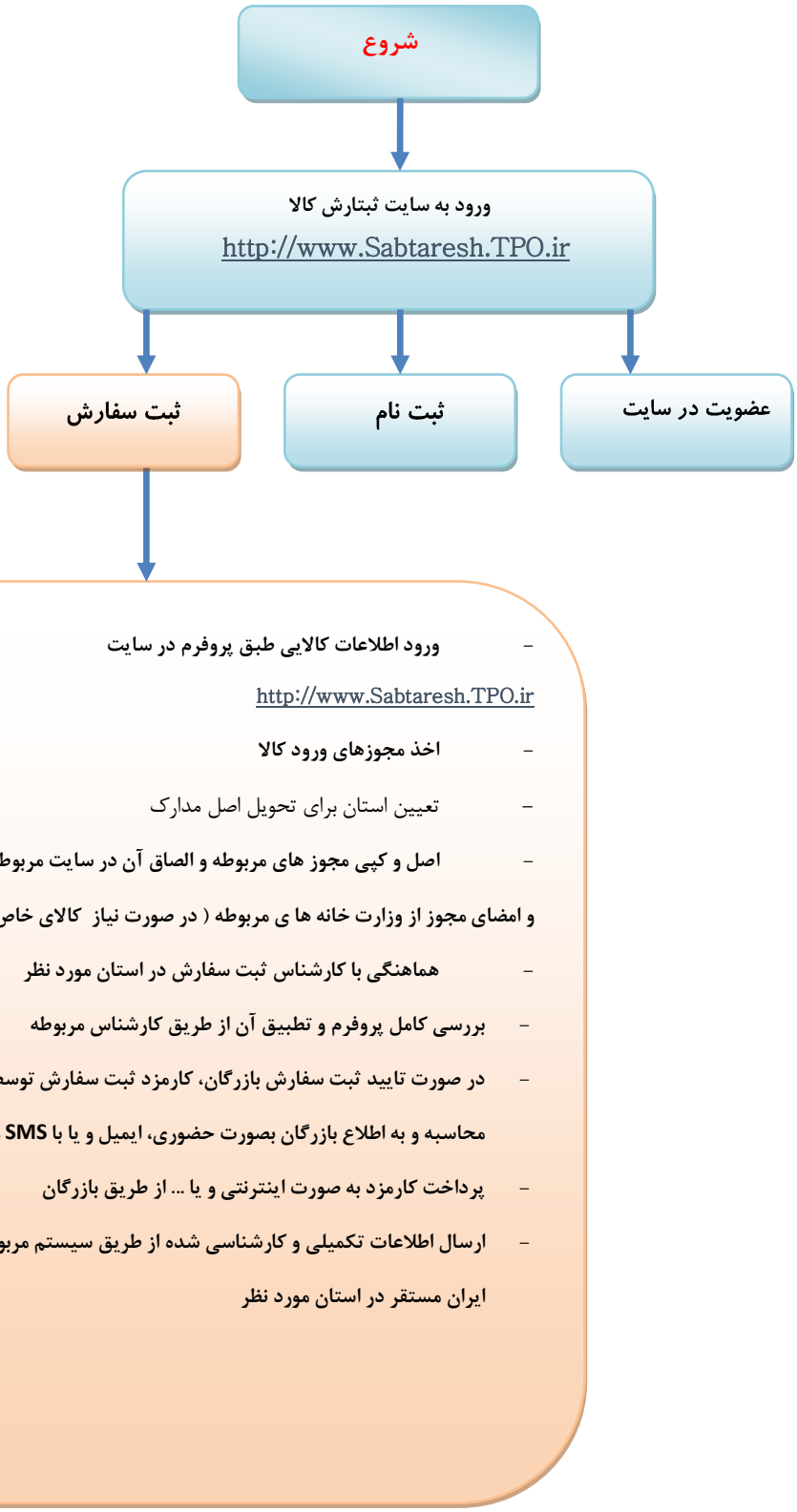فرایند انجام ثبت سفارش کالا