Trede Volume Most Beneficial Entry Point Subsistence Pre-Take-Off Take-Off High Growth Maturity Senility

Subsistence: Undeveloped economy, aid + stimulus needed.

Pre -Take - Off: Policy, political + economic climate create opportunity.

Take-Off: Pioneer carriers employ adapted equipment.

High Growth: Dedicated tonnage + targeted finance rapidly expand trade.

Maturity: Trade grows in tandem with underlying economy.

Senility: Slow / no growth due to economic stagnation or demand shift.

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