

Life cycle and goals

A stage follows activity evidence, not age alone.

1 SEED

Plan / internal test; no public opening in Card A.

2 START-UP

Paid operation has begun in Card B.

3 LATER STAGE?

Card C is established; exact stage needs more facts.

Then put a plan in checkable order.

PURPOSE / GOAL

Dependable fulfilment (Card B).

OBJECTIVE

At least 36 of 40 on time; baseline is 34 of 40.

STRATEGY

Improve booking process — possible approach.

TACTIC

Trial a checklist — not a proven fix.