

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_94327
Title of the Manuscript:	ASSESSMENT OF THE EFFECT OF ADVERTISING CHANNELS ON SALES PERFORMANCE OF SELECTED SMALL AND MEDIUM ENTERPRISES IN LIXLE COUNTY, BURAO SOMALILAND
Type of the Article	

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajebea.com/index.php/AJEBA/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments	The statistics is poorly described. Include a specific paragraph for statistical analysis.	
Minor REVISION comments	<ol style="list-style-type: none">1. Some grammatical mistakes are present in the manuscript.2. Include some recent references corresponding to this manuscript.3.	
Optional/General comments	Try to formulate an optimization model corresponding to this problem like where the objectives are to minimize the cost and to maximize the sales performance subject to the constraints mentioned in this problem.	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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