

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_94427
Title of the Manuscript:	SWOT ANALYSIS AS A TOOL TO INCREASE SPARE PARTS SALES AT PT TRAKINDO UTAMA
Type of the Article	Original Research 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:

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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	More explanation is required as to how the weightage as well as the score has been arrived. Similarly, how the values is for strength factor is 2.89 and for the weakness factor is 0.69, etc. needs to be explained	
Minor REVISION comments	Would suggest quantifying and more specific than the generic on the last table about Strength etc. Then only the analysis has some meaning . For example Improving the slow lead-time of spare parts and determining solutions for expediting air shipments One need to say what is the current lead time and what is the proposed lead time etc	
Optional/General comments	Please make the sentences more crisp Therefore, as a company engaged in heavy equipment, especially spare parts, the need for an appropriate strategy based on SWOT analysis in increasing sales at PT Trakindo Utama, Satui Branch in order to increase sales volume and profit generation	

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?	(If yes, Kindly please write down the ethical issues here in details)	

Reviewer Details:

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