

## Review Form 1.6

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

### 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)
<b>Compulsory</b> REVISION comments		
<b>Minor</b> REVISION comments		
<b>Optional/General</b> comments	<p>Greetings</p> <p>Thank you for giving me the opportunity to this manuscript "SWOT analysis in generating strategies to increase sales of spare parts at PT Trakindo" It is a qualitative approach by conducting a SWOT analysis-Strengths, Weaknesses, Opportunities and Threats The Author explains that the first quadrant, which means that the Growth strategy supports aggressive growth policies The research design used in this paper is explorative with a qualitative approach, to get an overview of the strengths, weaknesses, opportunities and threats associated with research so that strategies can be obtained to increase sales of spare partsThe Data used in this Study was primary source in the form of Interviews with Branch Head and Questionnaire.</p> <p>The data analysed with the help of using an interactive model. The performance of a company can be determined by external factors and internal factors, because both are related to each other. Furthermore, of the four alternative strategies that exist, the most effective way to continue to increase sales of spare parts The important finding of this study is to found that Utilizing the Branch Image owned, such as product quality, price, transaction services, HR quality, after-sales service, distribution network, training center and corporate educational institutions to create unique programs as a differentiation step in guaranteeing service quality and creating added value for customer.</p> <p>The author concluded that an SWOT analysis it is known that which is the main strategy within the company PT Trakindo Utama Branch Satui is a Growth strategy (developing) or supporting an aggressive growth policy (Growth Oriented Strategy). SO strategy where this strategy can take advantage of the strengths and to maximize the opportunities that exist in the company. Its internal strength is utilizing its Branch Image, namely product quality, price, transaction service, HR quality, after-sales service, distribution network, training centre and corporate educational institutions to create unique programs as a differentiation step in guaranteeing service quality and creating added value for customers.</p> <p>The author explains this study in simple and understandable one.The Overall status of this article is Good.</p>	

### 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)
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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