Review Form 1.7

Journal Name:	**Asian Journal of Economics, Business and Accounting**
Manuscript Number:	**Ms_AJEBA_98431**
Title of the Manuscript:	**Culinary Business plan and Marketing Mix Strategy: A final report**
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:

(https://www.journalajeba.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 **1. Is the manuscript important for scientific community?** (Please write few sentences on this manuscript) **2. Is the title of the article suitable?** (If not please suggest an alternative title) **3. Is the abstract of the article comprehensive?** **4. Are subsections and structure of the manuscript appropriate?** **5. Do you think the manuscript is scientifically correct?** **6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.** **(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)**	**1. Possible, depends on the nature of the community in which the study was conducted.** **2. The culinary business plan includes other technical and financial aspects, so it is preferable to amend the title to be about marketing strategies in this field.** 3. No, The abstract must contain the aim of the study, the research methodology, and the most important findings of the research, and this was not indicated in the research summary. 4. yes 5. Not completely 7. No, lack of studies as refrences.	
Minor REVISION comments **1. Is language/English quality of the article suitable for scholarly communications?**	Its clear in terms of language	
Optional/General comments	The summary of the study must be rewritten to include the items of the scientific summary, and the researcher must support his research with recent studies on the same subject, in addition to presenting practical recommendations and not just presenting the results, and the research did not refer to the appropriate strategy that the research reached.	

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)*	

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Reviewer Details:

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