

## Review Form 1.7

Journal Name:	<b>Current Journal of Applied Science and Technology</b>
Manuscript Number:	<b>Ms_CJAST_102338</b>
Title of the Manuscript:	<b>Consumption Pattern and Competitors' Analysis of Diced Cheese in Anand and Vadodara Cities of Gujarat</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:

(<https://www.journalcjast.com/index.php/CJAST/editorial-policy> )

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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)
<p><b>Compulsory</b> REVISION comments</p> <p><b>1. Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p><b>2. Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p><b>3. Is the abstract of the article comprehensive?</b></p> <p><b>4. Are subsections and structure of the manuscript appropriate?</b></p> <p><b>5. Do you think the manuscript is scientifically correct?</b></p> <p><b>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<p>1. Yes. The study "Consumption pattern and Competitor's Analysis of Diced Cheese in Anand and Vadodara Cities of Gujarat" is important for the scientific community. The products like milk, cheese, butter, yogurt and ice cream are essential products required by the society. In that the study relating to Diced cheese in the cities of Anand and Vadodara, Gujarat is attractive. The main objectives of the study are to study the consumption pattern and competitors' analysis of diced cheese. The study is a descriptive research and data collected from 120 respondents by using convenience sampling. It is concluded that the dairy industry holds significant importance in the global food sector, offering a wide range of essential products consumed by millions worldwide. The study also explored purchasing patterns and preferences.</p> <p>2. Yes, the title of the article is suitable.</p> <p>3. Yes, the abstract of article is comprehensive</p> <p>4. Yes, the subsections and structure of the manuscript appropriate.</p> <p>5. Yes, the manuscript is scientifically correct.</p> <p>6. The references given by the researcher are sufficient, but not shown under the separate heading.</p>	
<p><b>Minor</b> REVISION comments</p> <p><b>1. Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Yes, the language/English quality of the article is suitable for scholarly communications.</p>	
<p><b>Optional/General</b> comments</p>	<p>The researcher has to present the "Review of Literature" under the separate heading.            The Researcher has to write the "Source" for Table 1            The Researcher has to write the "Source" for Table 2            The Researcher has to write the "Source" for Table 3            The Researcher has to write the "Source" for Table 4            The Researcher has to write the "Source" for Table 5            The Researcher has to write the "Source" for Table 6            The Researcher has to write the "Source" for Table 7</p>	

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	The Researcher has to write the "Source" for Table 8 The Researcher has to write the "Source" for Table 9 The Researcher has to write the "Source" for Table 10 The Researcher has to write the "Source" for Table 11 The Researcher has to write the "Source" for Table 12 The Researcher has to write the "Source" for Table 13 The Researcher has to write the "Source" for Table 14 The Researcher has to write the "Source" for Table 15 The Researcher has to write the "Source" for Table 16 The Researcher has to write the "Source" for Table 17	
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**PART 2:**

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

**Reviewer Details:**

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Department, University & Country	<b>Government First Grade College KGF, India</b>