

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_101482
Title of the Manuscript:	EFFECT OF MARKET DEVELOPMENT STRATEGY ON PERFORMANCE OF ANIMAL FEEDS MANUFACTURING FIRMS IN MERU COUNTY.
Type of the Article	Must be stated by the author

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.journalajebo.com/index.php/AJEBA/editorial-policy>)

Review Form 1.7

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>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Yes</p> <p>No</p> <p>No</p> <p>Yes</p> <p>Yes</p> <p>No</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	No	
<p>Optional/General comments</p>	<p>Following assessment of the manuscript, it was found eligible for publication in this journal else some minor corrections as below:</p> <ol style="list-style-type: none"> 1. There were many ambiguous sentences in the manuscript. For example, what does the word "its" refer to in the first sentence of the abstract?? 2. I think the "abstract" has no proper introduction, thus the objective of the study seems ambiguous. 3. There were some sentences without verbs such as "Employing descriptive survey design on a target population of 109 top management in all the twenty-three animal feeds manufacturing firms in Meru County". Thus, it is strictly recommended to revised the manuscript based on the English writing. 4. In conclusion, following the word "one", the word "second" is expected. 5. I think the conclusion was written is a wrong process. I finally did not understand what are findings of the study. 6. There were no keywords in this study. 7. There were some citations which were not associated to the scientific sentences in the manuscript. Thus, it is recommended to check all the citations. 8. The type of the study must be stated in title and in abstract. 	

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

[Review Form 1.7](#)

Reviewer Details:

Name:	Amir Abdolmaleki
Department, University & Country	Hamadan University of Medical Sciences, Iran