

Editor's Comment:

I think the paper needs some improvement:

- i) In the Abstract, it is mentioned that there were three theories underpinning the Study. But the paper does not explain these theories.
- ii) Again the basis of sample selection is not explained - 82/450 . In Table 1, N = 69. Shouldn't N be equal to 82?
- iii) It is also mentioned in the Abstract that reliability has been tested through Cronbach alpha coefficient - in the paper, one doesn't find this coefficient
- iv) Further questions - how was the organizational performance of the Uchumi market measured?
- v) How was data on all the independent variables gathered? If through the questionnaire - where are the responses mentioned?
- vi) Literature Survey does not appear separately.
- vii) Which strategies are marketing turnaround strategies?

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