



**SDI Review Form 1.6**

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_67763
Title of the Manuscript:	AN EVALUATION OF MARKETING STRATEGIES INFLUENCE ON ORGANIZATIONAL PERFORMANCE OF UCHUMI SUPERMARKET SUPERMARKET OUTLETS IN NAIROBI COUNTY, KENYA
Type of the Article	Review 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:

(<http://www.sciencedomain.org/journal/10/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)
<b>Compulsory</b> REVISION comments	<p>In the introduction section, the Author put lots of cited information without giving any bridging information to the real problem. I suggest that it is better to explain about the condition furthermore rather than cite too many citation and giving information without background. These citations will blur the important information needed for the reader to understand the real case and situation.</p> <p>In the introduction Uchumi Supermarket needs to be explained. The information about Uchumi is just briefly state within the problem statement. Rather than writing about too many cases, it is better to keep the focus in the Uchumi.</p> <p>Result should not be only contained of table and quantitative data or numbers but also the indepth explanation that will help the reader to understand the needs of every questions and the meaning itself.</p>	
<b>Minor</b> REVISION comments	-	
<b>Optional/General</b> comments	I suggest the author to rewrite the introduction session to be more into the problem specific rather than marketing terms and phenomenon specifics. Uchumi Supermarket should be explore and explain more in the introduction. Meanwhile all the citation and marketing phenomenon as the based of study can be put in the result to enrich the analysis, thus the result won't be quantitative data only. It can enrich the result for a better study.	

**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)	

**Reviewer Details:**

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