

ReviewForm1.7

JournalName:	AsianJournalofEconomics,BusinessandAccounting
ManuscriptNumber:	Ms_AJEBA_115725
TitleoftheManuscript:	InternationalMarkets'Segmentation,MarketingandPerformance:ABCMatrixApproach
TypeoftheArticle	AResearchResult

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PART 1: ReviewComments

	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 a 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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes, it is. This manuscript is essential for the implementation of a BCG Matrix Approach in international markets for coffee's sustainable quality.</p> <p>Yes, it is. This article is a good title.</p> <p>Yes, it is. However, there is a need to check how to analyze data and add a conclusion.</p> <p>Not yet. This structure of the manuscript needs to be revised based on this journal's guidelines. Yes, it is.</p> <p>Yes, it is. These references should be revised by authors based on this journal's guidelines.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes, it is. Generally, the language is still suitable for scholarly communications.</p>	

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>	

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