

**Review Form 1.7**

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_114485</b>
Title of the Manuscript:	<b>Setting the Sweet Spot: Price Determination for Local Chocolates in the Philippines</b>
Type of the Article	<b>Research Article</b>

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>Yes, the article focused on determining the optimal price for the local chocolates in Philippines resulting in potential marketability of chocolates, making better decisions and assess the pricing competition with other brands and also ensuring customer's acceptance as well as satisfaction. Yes</p> <p>Yes, but the introduction part of the article seems to be missing from the abstract section. It directly started from the objective perspective of the article. Yes</p> <p>Yes</p> <p>Yes.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>The English language quality seems to be moderate. It would be better if the language quality of the article is improved.</p>	
<p><b>Optional/General</b> comments</p>		

**PART 2:**

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

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**Reviewer Details:**

Name:	<b>Syed Shafi Ahmed</b>
Department, University & Country	<b>University of Lucknow, India</b>