

Review Form 3

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_121824
Title of the Manuscript:	Leveraging Social Media Marketing Strategies for Millet-Based Ready-to-Eat Products: A Competitive Analysis
Type of the Article	Original Research Article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The firm in order to expand its market, it is planning to increase its presence more in gated communities and also keen on exploring the different opportunities through food on-wheels concept. Hence, analysis of market was helpful for the firm in deciding the marketing strategies it needs to employ and also the kind of market segments it can serve.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	Yes, it is comprehensive.	
Are subsections and structure of the manuscript appropriate?	Yes, more appropriate.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The study identifies various social media strategies and engagement levels among five millet-based brands: Ancient foods india, Hektapy, Troo good, Millet amma, and Health sutra. Instagram emerges as the primary medium for follower interaction, with all firms heavily leveraging it alongside facebook.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References are sufficient and recent.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	No need.	
Optional/General comments	This paper is on the basis of data analysis and over all interpretation is more decriptive. Analysis has been done of social media platforms usage. Comparison of social media usage and interaction strategies across five brands has been discussed.	

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)	

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Reviewer Details:

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