

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_111847
Title of the Manuscript:	Business Plan and Implementation Report on Food and Beverage Business “ALIBABA FROZEN FOOD”
Type of the Article	Review Article

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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)
<p>Compulsory REVISION comments</p> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write few sentences on this manuscript) Is the title of the article suitable? (If not please suggest an alternative title) Is the abstract of the article comprehensive? Are subsections and structure of the manuscript appropriate? Do you think the manuscript is scientifically correct? Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1 Importance of the Study to the Scientific Community: The review of implementation of a business plan of a specific firm and publication of the findings is important to the scientific community. Such review can bring out practical learning points, point out pitfalls and areas of improvement, more so if based on firm theoretical underpinning, to demonstrate depth. There is need to bring out the objective of the review</p> <p>2 Title Suitability The title: Business Plan and Implementation Report on Food and Beverage Business "ALIBABA FROZEN FOOD" The title fails to effectively capture the primary focus of the manuscript, which is to review. The title should clearly communicate the key elements explored in the research and must aligns with the content. It should be concise and must avoid unnecessary detail. Consider proposed title: Business Plan Post Implementation Review - Alibaba Frozen Food</p> <p>3 Comprehensiveness of the Abstract The abstract is not comprehensive. Ideally, an abstract should capture the whole article in a nutshell, being introduction, the problem, the objective, hypothesis theory, methodology, tools, results, knowledge input and application. Most of these are desiderata. Read Shapiro, C. (1989). The theory of business strategy. <i>The Rand journal of economics</i>, 20(1), 125-137.</p> <p>4. Appropriateness of Subsections and Structure of the Manuscript The subsections and structure of the manuscript not appropriate. Consider providing a logical progression and maintaining consistency in the manuscript. Ideally, the structure of your paper should be divided into distinct sections and subsections including sections for: Ownership: Topic: Abstract: Introduction: Literature review including problem statement, Objective(s), Hypothesis, theories, theoretical framework: Methodology: Findings: Discussion: Conclusion: References.</p> <p>5 Scientific Correctness of the Manuscript The manuscript is scientifically weak. The scientific method/approach is the process of establishing facts through tests/experiments. The basic process could involve making an observation, forming a hypothesis, making a prediction, conduction an experiment, analyzing the results, interpreting the results in relation to your initial prediction/claim. The structure of the process, its logic, flow, relationships are vital. Gauch, H. G. (2003). <i>Scientific method in practice</i>. Cambridge University Press. Haig, B. D. (1995). Grounded theory as scientific method. <i>Philosophy of education</i>, 28(1), 1-11. Nola, R., & Sankey, H. (2014). <i>Theories of scientific method: an introduction</i>. Routledge.</p> <p>6 References: Although the four (4) references given are recent and relevant to the study, they are not sufficient for a scientific study. To avoid anecdotal discourse, consider broadening your paper by reading wide on the topic, related theories and literature. Further, consider including suggested citations in (5) above and also in the review comments in the body of the manuscript. Standing on the shoulders of scholarly giants is a vital concept for any researcher and must be demonstrated by citations and references. By so doing, we use the understanding gained by major thinkers gone before us, so as to make intellectual progress. References must be complete and in APA. Your reference:</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<p>Language: There are several instances of misuse of tense and terms. Example: in 2.2 Strategies with Innovative Product Variants. I also several instances where ideas are clouded by lack of good language commend were noted. Example; "Alibaba will initially develop a number of fashion lines that are both trendy and timeless in Indonesia" – Alibaba in not in version and design "In order to increase audience size, this marketing activity involves producing engaging content and</p>	

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	<p>paid advertising material, or Ads” We do not increase audience in business, but we increase customers. “The traditional food in the middle east countries around the world may act as the foundation for people who live within this area”. You can not say middle east countries around the world! These shortcomings impacts negatively on the quality of the manuscript Therefore, I propose improvement of language quality to enhance manuscript suitability for scholarly communication.</p>	
<p>Optional/General comments</p>	<p>Statement of the Problem: Your paper has not, but should clearly state the problem, for without a problem statement, the whole manuscript progresses in futility.</p> <p>Objective: Nowhere has the manuscript indicated the objective(s) of the study. For any scientific discourse, it is vital to state the objective of the study, both in the abstract and in the introduction/literature review section. The objective guides the literature, theoretical framework, methodology, findings, discussion, and the conclusion. Therefore, without the objective(s), the manuscript loses direction. Example of objectives:</p> <ul style="list-style-type: none"> • To examine the purpose of business plans and their current effectiveness; • To examine the process of preparing business plan; • To consider the relationship between the Best Value Performance Plan and business plans <p>Citation : Osterwalder & Pigneur (2010) is not in your list of references. All citations must have a reference and all references must have at least one citation.</p> <p>Methodology: Answers the how question, for the whole research; it describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments. Which instruments? How reliable? Spurious correlation? Formulate equations; Define population? Sample? Sampling?</p>	

PART 2:

	<p>Reviewer’s comment</p>	<p>Author’s comment <i>(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)</i></p>
<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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