

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

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> <p>1. Is the manuscript important for scientific community? (Please write 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>1. yes</p> <p>2. ALIBABA FROZEN FOOD; and the Food and Beverage Business Industry in Indonesia</p> <p>3. Yes but could be improved to include the review question/research question</p> <p>4. Yes but could be improved. A lot more referneces and in-text references could be included in the literature review section to make it a lot more academic and to prove the gap that justifies this review The hypotheses section also needs a lot more depth for any reader to have a clearer picture. For example ""The low brand awareness of local products of a brand" which brand is being referred to? Does Alibaba Frozen food sell their own brands in addition to other brands? Did their business plan suggest/state that they will be selling their own brand goods? Etc.</p> <p>5. Yes, a good attempt has been made and the report could benefit other researchers</p> <p>7. No, a lot more referencesshould be pursued and included</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Generally, Yes but there are a few typo's and grammar issues that could be corrected and improved</p>	
<p>Optional/General comments</p>		

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PART 2:

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

Reviewer Details:

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