

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. The manuscript is important for the scientific community because it can show the cause of the discrepancy between the business plan and its implementation and obtain a solution or strategy to make implementing a business plan more effective, especially in the frozen food business.</p> <p>2. It is not suitable. Alternative title: Business Plan and Its Implementation on Food and Beverage Business "ALIBABA FROZEN FOOD"</p> <p>3. The abstract is not comprehensive. There needs to be delivery regarding the purpose of the work, techniques and methods used, major findings with important data and conclusions.</p> <p>Keywords are not found in the abstract description.</p> <p>4. There needs to be a better match between the subsections in the Methodology Chapter and the Results and Discussion Chapter. In the Methodology Chapter, there is no subsection about the type of data analysis that suits the research objectives. The Results and Discussion Chapter has no subsection about business plans and business plan implementation.</p> <p>5. Yes, I do.</p> <p>6.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes, it is enough suitable.</p>	
<p>Optional/General comments</p>		

Commented [WG1]: Seharusnya bertujuan dan menganalisis tentang kesesuaian antara bisnis plan dan implementasi rencana bisnisnya pada Alibaba Frozen Food

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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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