

Review Form 1.7

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| Journal Name: | South Asian Journal of Social Studies and Economics |
| Manuscript Number: | Ms_SAJSSSE_119941 |
| Title of the Manuscript: | The Marketing Strategy Analysis for Expanding Knit Bag SMEs Businesses: A Descriptive Case Study |
| Type of the Article | Descriptive case study using participatory action research method |

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) |
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| <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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p> | <p>More or less the manuscript is important for scientific community by magnifying the importance of branding (product identification) and marketing strategy and packaging to maximize sale. Also, the article highlights the importance of segmentation to be successful in business activity.</p> <p>It's general and vague; even it doesn't incorporate the case area as a case study. I would rather suggest: <i>The role of marketing strategy for Knit Bag SMEs Businesses success in the case of Audy Handmade.</i></p> <p>The abstract is good. However, it would be more comprehensive if it summarize considering the three phase activities done.</p> <p>Yes, it is appropriate.</p> <p>Somehow it's not. Because, the same idea mentioned repeatedly under different section. For example, "The problems faced by MSMEs, especially Audy Handmade, are strengthening the brand image and marketing strategy." This statement mentioned under introduction part and then this similar idea mentioned under analysis part. There is such kind of redundancy under introduction and literature review and so on. This makes the paper unattractive and boring for the reader.</p> <p>The references are recent, however, I recommend adding some points regarding to the importance of marketing strategy under literature review.</p> | |
| <p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p> | <p>Even if there are some grammatical problems in between it's good.</p> | |
| <p>Optional/General comments</p> | <p>In general, I highly recommend rewriting the manuscript to avoid redundancy and to make it more attractive.</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> |
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| 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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