

**Review Form 1.7**

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Original Manuscript_AJEBA_117724</b>
Title of the Manuscript:	<b>Increasing Sales by Using Root Cause Analysis for Support Business Process Improvement</b>
Type of the Article	The research presents a qualitative approach to analyzing sales problems within XYZ Company and proposes solutions through root cause analysis for business process improvement.

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. Yes, The manuscript could be important for the scientific community, particularly for those interested in business process improvement, sales analysis, and root cause analysis methodologies.</p> <p>2. Yes</p> <p>3. Yes, the abstract of the article is comprehensive. It effectively summarizes the key elements of the stud</p> <p>4. Yes. the manuscript's subsections and structure are well-organized, guiding the reader through the research process from introduction to conclusion.</p> <p>5. Based on the information provided, the manuscript appears to follow scientific principles and techniques. It includes the methodology, data collection &amp; analysis, root cause analysis, recommendation and conclusion.</p> <p>6. Very sufficient</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	Yes	
<p><b>Optional/General</b> comments</p>	The research demonstrates a strong effort to investigate sales problems within XYZ Company and propose viable solutions through business process improvement.	

**PART 2:**

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

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**Reviewer Details:**

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