

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_125256
Title of the Manuscript:	Market Landscape and Digital Presence of Cacao-based Products in Bicol Region, Philippines
Type of the Article	

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This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The Philippines play a critical role in shaping the region's agricultural economy and positioning its cacao products in both local and global markets. Here's why both factors are essential: <input type="checkbox"/> Economic Opportunities: Cacao farming in the Bicol Region is increasingly seen as a viable livelihood for farmers. The region's climate and soil are conducive to cacao farming, which has led to the growth of small-scale cacao farms and cooperatives. Understanding the local market landscape helps stakeholders identify trends, consumer preferences, and competition. <input type="checkbox"/> Product Differentiation: Bicol has a rich history of producing unique, high-quality cacao beans, which can be leveraged for premium chocolate production. Products like dark chocolate, tablea (traditional cacao blocks), and cacao nibs benefit from the region's reputation for distinct flavors. Being aware of what other regions or countries are offering allows producers in Bicol to create products that stand out. <input type="checkbox"/> Local and International Demand: As global demand for cacao, particularly organic and ethically sourced cacao, continues to rise, understanding the Bicol region's market position is vital. Export opportunities, partnerships with chocolate companies, and participation in global fairs can elevate the region's presence. A strong market landscape helps identify potential export channels and supply chain improvements.	
Is the title of the article suitable? (If not please suggest an alternative title)	YES	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	YES	
Are subsections and structure of the manuscript appropriate?	YES	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The scientific correctness of examining the market landscape and digital presence of cacao-based products in the Bicol Region of the Philippines can be validated through several frameworks, including agricultural, economic, and digital marketing perspectives. Here's a breakdown of the factors based on scientifically sound principles: 1. Agricultural and Ecological Factors 2. Economic and Market Landscape Factors 3. Digital Presence and Marketing Science 4. Sustainability and Ethical Practices	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.:	YES	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Yes	
Optional/General comments	No	

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:

Name:	Abdal Ahmed
Department, University & Country	Tula's Institute, Dehradun, India