

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
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	Article

#### **General guidelines for the Peer Review process:**

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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**Review Form 3**

**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>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.</b>	This article is important because it teaches about: 1. Research on the Philippines as a new player in the global cocoa industry with the potential to make a substantial impact on the global cocoa market. 2. Research to determine the market landscape and marketing strategies employed by cocoa farmers and processors 3. Identifying these issues is critical to accelerate the growth of the Philippine cocoa industry and ultimately, the chocolate market. 4. Effective chocolate product promotion and marketing strategies to compete in the global market. I like this manuscript because by identifying effective promotional and marketing strategies tailored to the Philippines as well as global market dynamics, this will promise great economic opportunities for farmers and entrepreneurs and will contribute to rural development and poverty alleviation in the country.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The article's title is good (12 words)	
<b>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.</b>	Abstract is good (254 words). Key words is good (4 words)	
<b>Are subsections and structure of the manuscript appropriate?</b>	The article's structure is reasonable. It is suggested that after reviewing related literature, research methods be added and recommended that 1-2 references be added to each sub-discussion in the discussion chapter.	
<b>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.</b>	The scientific validity and technical feasibility of this text are based on the following: This article examines the following: 1. Socio-demographic Profile of Respondents 2. The Cacao-based Products and Enterprises 3. Market Landscape and Environment 4. Product Exposure and Digital Presence	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> :	References are good. Sufficient and up-to-date references and recommended that reference citations use Mendeley IEEE or APA and a maximum of 20 years of reference. It is suggested to add references, as an example:  Orozco-Aguilar, L., Lopez-Sampson, A., Cerda, R. H., Casanoves, F., Ramirez-Argueta, O., Diaz Matute, J., ... & Somarriba, E. (2024). CacaoFIT: the network of cacao field trials in Latin America and its contribution to sustainable cacao farming in the region. <i>Frontiers in Sustainable Food Systems</i> , 8, 1370275. Lafuente, D. V., Ponce, M., Singoc, M. L., & Vertudazo, R. M. (2024). The Impact of Sustainability Cacao Farmers In Davao City. <i>La Ricerca</i> , 10(1), 10-24.	
<b>Minor</b> REVISION comments <b>Is the language/English quality of the article suitable for scholarly communications?</b>	The quality of the article's English is suitable for scientific communication, but it is recommended to use grammarly.com	
<b>Optional/General</b> comments	The paper is Accepted but needs minor Revision.	

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

**Reviewer Details:**

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