

### Review Form 3

Journal Name:	<a href="#">Journal of Economics, Management and Trade</a>
Manuscript Number:	Ms_JEMT_129087
Title of the Manuscript:	<b>Brand Strategy and the Effective Marketing Position of the Blind Box Industry: A Case Study of Pop Mart</b>
Type of the 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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#### PART 1: 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>
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.</b>	A case study on <b>Pop Mart</b> can offer valuable insights into various aspects of business, branding, and consumer behavior. Pop Mart is known for its strong brand identity and innovative approach to product development. This case study explores how they built their brand and differentiated themselves in the crowded toy industry.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	Yes, title is fine	
<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>	Yes, it is	
<b>Is the manuscript scientifically, correct? Please write here.</b>	Yes	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	Yes	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	Yes	
<b>Optional/General</b> comments		

#### 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>
<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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