

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_128701
Title of the Manuscript:	Cost Reduction Techniques On Firm Performance Of Selected Quoted Manufacturing Companies In Nigeria
Type of the Article	Original Research 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: 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. A minimum of 3-4 sentences may be required for this part.	The manufacturing sector plays a critical role in the economic development of a nation and is instrumental in job creation. Businesses incur various costs, and the precise estimation and calculation of these expenses are essential for making informed strategic decisions, establishing objectives, determining appropriate pricing for products or services without compromising quality, and setting profit margins. Consequently, effective cost management is fundamental to the long-term growth and success of any business.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title should be improved to: "Optimizing Cost Reduction Strategies to Enhance the Performance of Selected Quoted Manufacturing Companies in Nigeria."	
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.	The opening statement is not necessary delete it State the purpose of study clearly, the objectives, Design/methodology/approach Findings, conclusion, recommendation Theoretical implications, practical implications, originality/value on the conceptualizations of the cost reduction model, research limitations/future research Paper type	
Is the manuscript scientifically, correct? Please write here.	The manuscript is scientifically correct The reduction of costs and the maximization of profits are key goals for any corporate organization, particularly for public limited companies striving to remain viable.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Are sufficient However, the references that are more than seven years should be updated	
Is the language/English quality of the article suitable for scholarly communications?	The English quality should be improved grammerly.	
Optional/General comments	None	

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>	

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