

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_89602
Title of the Manuscript:	EFFECT OF SALES PROMOTION ON SALES PERFORMANCE OF KENYA TEA PACKERS LTD
Type of the Article	

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	Reviewer's comment	Author's comment (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)
Compulsory REVISION comments	More emphasis should be placed on the AIDA model used and its applicability on the present research. Overall research methodology used is weak.	
Minor REVISION comments	Grammar and spelling errors are found in the paper.	
Optional/General comments	The authors need to emphasis more on the alignment between the research theory and its practical usage in the field of study	

PART 2:

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

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