

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:

(<https://www.journalajebe.com/index.php/AJEBA/editorial-policy>)

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	Abstract: Remove the procedure for arriving at population and sample for the study. Include validity and reliability of the instrument used. Also, include statistical tools for data analysis. Body of the article: Include related empirical studies in the literature review Findings of the study were not discusses, the author should revisit. Describe the instrument used for data collection, its validity and reliability The concept of sales performance not well discussed, the author should revisit.	
Minor REVISION comments	To improve on editorial of the article. Remove initials from authors cited in the body of the article. State research questions answered and hypotheses tested clearly It is not good to break the table.	
Optional/General comments	Generally, the article is publishable with minor correction in my own view because it is capable of contributing to the existing knowledge.	

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)	

Reviewer Details:

Name:	Oyerinde David Oluseyi
Department, University & Country	Ekiti State University, Nigeria