



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_48856
Title of the Manuscript:	MARKETING ANALYSIS OF GARRI PRODUCTS IN ANKPA LOCAL GOVERNMENT AREA OF KOGI STATE
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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

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	<ol style="list-style-type: none"> 1) Many spelling mistakes and grammatical errors. 2) Since study about the marketing, the theory of marketing guru like Philip Kotler is not been examine and discuss in this paper. 3) This paper is lacking a clear research gaps and problem statement. 	
Minor REVISION comments	<ol style="list-style-type: none"> 1) The abstract is not well written as difficult to discover 1) what are you trying to solve and 2) how that adds to current insight. Can use more conventional format for abstract. 2) The articles cited is not recent. For example, least to see recent five years references. 3) This paper should include unaddressed limitations of the paper. 	
Optional/General comments	The topic of paper could be fine. However, the abstract is not well written that I find it difficult to discover 1) what are you trying to achieve and 2) how that adds to current insight. The in-text references prefer to be recent. The contributions and limitations of the study have not highlight.	



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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>	

Reviewer Details:

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