



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_19479
Title of the Manuscript:	Business Image Improvement and Quality of Products of Meatballs Household Business and Catering
Type of the Article	Short Research 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>)



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PART 1: Review Comments

	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>
Compulsory REVISION comments	<ol style="list-style-type: none"> 1. The Abstract should state in brief the objectives. 2. More results should be reported in the abstract. 3. Need to clearly state the objectives at the end of the Introduction section. 4. Need to be more specific with the materials and methods: <ul style="list-style-type: none"> • The initial customer survey – who are the respondents, how many respondents involved, the content of the survey, etc • Programs – need to mention specific activities, where, how, etc. • Mentoring/coaching – how these were carried out, who was the mentor, coach, etc 5. Certain parts of the results sections should be included as part of the material and methods – such as lines 83-91; 132-148, etc. 6. The results section should make a comparison of outcomes (revenue, productivity, etc) before and after the programs. Then only we can see whether the programs have been successful or not. 7. Need to mention clearly the increase in the revenue and productivity in the results section. 8. Need to include some literature about micro or small business. 	



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Minor REVISION comments	The conclusion section is too short.	
Optional/General comments	The material / methods part need to be rewrite to make it more detail.	

Reviewer Details:

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