



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_12025
Title of the Manuscript:	THE IMPACT OF SALES PROMOTION BY LICENSED BUYING COMPANIES ON COCOA SALES OF FARMERS- A CASE STUDY OF WASSA AMENFI EAST DISTRICT
Type of the Article	Original 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:

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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>
<u>Compulsory</u> REVISION comments	This is very interesting manuscript, which describes the impact of sales promotion by licensed buying companies on cocoa sales of farmers and as a results of the obtained results it provides the recommendations which could be made to enhance the effectiveness of sales promotional programmes by LBCs in the district to increase sales of cocoa and to improve the livelihood of farmers. Therefore, this paper has a global impact because recently cocoa has become one of the most important raw materials and on the other side all people like chocolate and other cocoa products but most of them they do not know anything about this sales procedure.	Literature review on the sales procedure has been included
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		