SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**2013_BJEMT_6759**
Title of the Manuscript:	**Enterprise Excellence through Growth Strategy and Risk Management**
Type of the Article	**Case Study**

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	Enterprise Excellence is a very interesting topic which needs to be effectively studied and discussed. Several authors have theoretically argued the features and issues of this philosophy. Case studies are usually less exploited but I think they are crucial to make entrepreneurs really awareness about the importance of this strategic approach and to clarify them how organize or re-think their business to have success by following the key concepts of EE philosophy. However this paper lack of structure and developed contents. Theoretical part is scarcely defined; it is a little more than a short generic summary. It is not clear the role concerning the following cases' discussion. Moreover, case studies are shortly and superficially argued. Why these three enterprises are excellence cases? Why three more than just one? No comparison is realized. What are the cases' features with respect to EE philosophy, growth and particularly risk management? They are poorly documented. None is discussed about risk management and growth strategy is not quite extended. What are teachings and implications for other entrepreneurs? In my experience, case studies require an accurate context and firm's description by focusing on one or more specifically debated issues. Using of differentiated research tools such as questionnaires or interviews to provide original data (not available on web) is recommended. I retain authors need to substantially enhance cases'	

	argumentation. I suggest further reference such a Yin, R.K. (2009). *Case study research: Design and methods* (Vol. 5). Sage.	
Minor REVISION comments		
Optional/General comments		

Note: Anonymous Reviewer