

Reviewer's comments:

Here's the revised title "Franchise Relationship in Nigerian: Implicit Challenges to Role Performance as Franchisor." This is ungrammatical.

Here's the first sentence of the abstract: "Franchise relationship between firms and nations as franchisors and franchisees as contributors to economic development based on the creation of employment, infrastructural development and generation of income to nations among others have shown in-balance against Nigeria." This is both ungrammatical and incomprehensible and the paper is filled with sentences like this.

I have zero confidence in the research design and the results.

Author's Feedback:

We have once again gone through this work in line with the reviewer's comments. The deficiencies have been addressed, and the lengthy sentences broken for comprehensibility.

We however do not subscribe to the reviewer's personal doubt about the research design and results. We do not also believe that research designs are personalized. Designs should show generality and commonness of ideas' as the order of today's academic ventures. Whereas we do not doubt the reviewer's competency, we would prefer that the specific areas of paucity in the design and results be pointed out as we are still willing and ready to work in this paper to satisfy your requirements.