



SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
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

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
Overall, this article still does not meet the standards required for publication. Not many improvements that have been made since the previous comments. The main drawback of this article is on the method and findings. If opportunities were given to the author, the correction needs to be made in terms of: • The two methods used need are lacking the details. For the mentoring & coaching, it is remaining unknown who are the mentor, how many of them, how long is the mentoring & coaching, etc. As for the survey – it is not clear the purpose of the survey, the items included in the survey, example of items asked, etc. • Lines 144-145: information about the size of sample for both types of business need to be placed and elaborated in the method. Anyway, this information is contrast with the information in the method - 100 respondents OR 100 customers of catering and 100 customers of meatballs??? • Line 151: All of a sudden, the author used the word “merger” - whether the merger is a method used in the study? No information is given. • The differences among portions of the pie charts are not clear. • It is not clear the effects of training on consumptions. • There should be two separate findings for the two types of businesses. • Lines 232-233: “the activities had been shown to result in improving the business productivity” - need to provide evidences. • Line 268: “Revenue increased to 70%....” this is new information and nothing was mentioned about this earlier. A conclusion should not include any new information. • The review of literature is still not adequate. • The references are not updated. Make sure all citations are listed in references.	1. Lines 144-145: information about the size of sample for both types of business need already placed and elaborated in the method. The respondents was 200 divided in two groups : 100 customers of catering and 100 customers of meatball 2. Lines 116-123 : Already added in the methods for coaching and mentoring program 3. Lines 129-135 : show the purpose of the survey, who is the customers, the methods of survey, example of item asked 4. Line 160-161 : there is no word “merger” 5. The figure is the part of the result of quistionaire and i will use it and thank you for the comment 6. Line 193-204 : show the kind of new products and how it become more good for health and be a favourite 7. I already separate the two types of business 8. Line 120-123 : show the place of the training 9. Line 127-137 : show the who are the customers 10. The review and the references, already added