SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**2015_BJEMT_17581**
Title of the Manuscript:	**MARKETING ENVIRONMENT OF SMALL AND MEDIUM ENTERPRISES (SMEs) AT PAHANAG IN MALAYSIA**
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:

(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** *(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	**Scientific considerations I found interesting and correct.** **My compulsory suggestion to consider in this article focuses on technical side and improve discussion presented in section 4. Especially look at:** **- Improve the technical side of the article.** **- Improve discuss statistical side of study.** **- Improve discussion of table 4.2 data.** **- Verse 206 - what model?** **- Conclusion is too general;** **- No references to world literature which discusses similar issues. Literature is not quite up to date.** **- Adjust the article to editorial requirements of the journal.** **I think it is important to improve the information in this area.**	
Minor REVISION comments	**-------**	
Optional/General comments	Subject of article is very interesting. Author points that the main aim of paper is to find out the Socio and Economic Profile of SMEs at Pahang and also to scrutinize the Internal and External forces of Marketing Environment of the SMEs at Pahang. Discussed the issues are current and relevant. The study design is reasonably and have practical significance. The proposed structure of the article provides a logical and consistent presentation of the problem. Considerations contained in it is a good basis for action by the author or other researchers detailed research of this issue. The topic is	

	interested for researchers and results can be used by business leaders. The remarks are indicated to improve it.	

Reviewer Details:

Name:	**Anonymous**
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