

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_125666
Title of the Manuscript:	Business Models in the Women’s Spa Industry in Taiwan: A Case Study of Bonjomay Spa
Type of the Article	Original Research Article

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PART 1: Review Comments

<u>Compulsory</u> REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	This paper is a case study of a single firm in the spa industry. It presents clear details of the company's functioning and difficulties. Though the title suggests business models, it is not included in the paper elaborately. Adding Competitor details can present a more vivid picture of how Bonjomay Spa stands out in the competition.	The title has been changed to "Business Strategy" as suggested.
Is the title of the article suitable? (If not please suggest an alternative title)	Business Model is not discussed. Only Business strategy is discussed. Hence the title can be Business Strategies in the Women's Spa Industry in Taiwan: A Case Study of Bonjomay Spa	The title has been changed to "Business Strategy" as suggested.
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	Abstract talks about the company's details. It should present an outline of what is discussed in the paper , its methodology and why is it important to the reader? Para 2 of the abstract should include these details	The title has been changed to "Business Strategy" as suggested.
Are subsections and structure of the manuscript appropriate?	Yes. They are appropriate Objectives are missing. The Research questions address the industry issues. But the paper is focused on a company's issue So it needs to be rewritten Section 4.2 is informative	The title has been changed to "Business Strategy" as suggested.
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The paper is structured properly. Appropriate references are used. It discusses the strategies. It presents suggestions to the company. Hence, it provides good information to the reader	Okay
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =	Yes it is sufficient	Okay
<u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Language is good	Okay
<u>Optional/General</u> comments	Alter the title Abstract needs revision Add objectives Reduce personal information and history of the owner in section 4.1 Add competitor details and present how this company stands out in its strategies and positions itself, a mentioned in the introductory part of the paper	The title has been changed to "Business Strategy" as suggested.

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PART 2:

	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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	