

Review of: "Startup Development Project: Munchies Merch"

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The paper captures the global trend of K-Pop and C-Pop, especially in Indonesia, as well as the demand for band merchandise among fans. The goal of this business project is to leverage technology to provide a platform where fans can purchase merchandise from their favorite bands, as well as engage in discussions in a forum.

However, while the topic of the paper is engaging, there are several issues:

1. The paper is not very rigorous, with the use of pictures and other content leaning more towards a report-style research, which does not seem particularly academic.
2. **Empirical Analysis:** The business project's empirical analysis of market research is relatively concise (including the SWOT Analysis). It's vital to conduct market research on the target audience (music fans and those who enjoy collecting band merchandise), but there's no description of specific research methods, such as the design of questionnaires, sample selection, tools and techniques for data analysis.
3. The paper's structure and standardization could also be improved.

These are just some basic suggestions and I hope they can be of assistance to you.