

# Review of: "Application of Business Model at PT. ABC"

Vishal Kumar Singh

Potential competing interests: No potential competing interests to declare.

Review of "Analysis of the Business Model for PT ABC in the Precast Concrete Industry"

## General Comments:

The manuscript titled "Analysis of the Business Model for PT ABC in the Precast Concrete Industry" provides an overview of the challenges and opportunities faced by PT ABC in the precast concrete industry in Indonesia. The manuscript discusses the significance of a well-designed business model and analyzes the uncertainties and impacts on PT ABC's performance. The authors propose improvements in the business model across different elements to support the company's goals. Overall, the manuscript provides valuable insights into the business model of PT ABC and its potential for long-term success. However, there are some areas that require further clarification and revision.

## Specific Comments:

1. The abstract provides a concise summary of the manuscript. However, it would be beneficial to include the key findings or conclusions in the abstract to provide readers with a clearer understanding of the study's contribution.
2. The introduction provides a good background on the importance of infrastructure development in Indonesia and the increasing demand for precast concrete in construction projects. However, it would be helpful to include specific statistics or data to support these statements.
3. In the introduction, the objectives of the study should be explicitly stated. Currently, it is not clear what the specific research objectives are.
4. The manuscript mentions the use of the Business Model Canvas analysis method. It would be helpful to provide a brief explanation of what the Business Model Canvas is and how it is applied in this study.
5. The manuscript refers to various sources and authors throughout the text without providing proper in-text citations. It is essential to include references for all the sources mentioned to support the information presented.
6. In section 2, the analysis of uncertainties, it would be valuable to provide more specific information on the internal and external uncertainties that PT ABC faces. Additionally, it would be beneficial to discuss how these uncertainties impact the company's performance in more detail.
7. Section 3, analysis of the impact from uncertainties, provides some information on the global economic conditions and the effects of the COVID-19 pandemic. However, it would be helpful to include more recent data and specific examples of how these factors have affected PT ABC's performance.

8. The proposed changes in the business model in section 4 are outlined briefly. It would be beneficial to provide more detailed explanations and justifications for each proposed change. Additionally, including specific examples or case studies of companies that have successfully implemented similar changes in the precast concrete industry would strengthen the manuscript.

9. In section 5, the project of change execution plan, more details on the specific steps and timeline for executing the proposed changes should be provided. This section should include actionable recommendations and strategies for implementing the changes in the business model.

10. The manuscript would benefit from a conclusion section that summarizes the main findings, contributions, and potential implications of the study. This section should also highlight any limitations of the research and suggest avenues for future research.

11. The language and grammar throughout the manuscript need improvement. There are several instances of unclear or awkward phrasing that should be revised for better readability.

12. Finally, ensure that the manuscript adheres to the formatting and referencing guidelines of the target journal.

Overall, the manuscript has the potential to contribute to the understanding of the business model of PT ABC in the precast concrete industry. However, addressing the above-mentioned points would significantly enhance the clarity and quality of the manuscript.