

Review of: "Startup Development Project: Munchies Merch"

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Potential competing interests: No potential competing interests to declare.

The research proposal/paper is well conceived and well drafted. The intricacies of business have been taken care of. The financials and viability have been carefully deliberated upon. The HR aspect is also well detailed. The marketing and business development strategy is delineated aptly. Strategic decision making is also pointed out at length. The variables pertaining to the prospective market/customers have been carefully identified and defined. The overall business model is well conceived and planned to be implemented, both academically as well as practically. The paper is suitable for study by individuals/organizations in terms of knowledge development. It is recommended in favour of publishing.