

Review of: "Startup Development Project: Munchies Merch"

Noor Raihani Zainol¹

¹ Universiti Malaysia Kelantan

Potential competing interests: No potential competing interests to declare.

Introduction

- I think if the boy used "boy bands", the girl also have their bands rather than use groups. Also, they have solo singer in pop industries.
- The album sales are divided into two types, but the author just describe on physical only. What about digital?
- If we refer to the top 5 figure, Indonesia fall in top 2 ranking. However, the author started with the entry of K-pop in Indonesia, and do not highlight the top 1; USA. Please justify why Indonesia only?
- based on (Fandia, 2016) - please check the format for citation
- ..buying merchandise (38.21%)..... and watching concerts (26.99%)...This is suggested to write the percentage at the end of words for each explanation.

Problem and Current journey map

- currently, in Indonesia..... - Like i mentioned before, please justify why you focus on Indonesia.

2.2 Business Description

- Any fans who doesn't want - is it a question or statement?
- Why C-pop too? do you have the data same like the example of figure provided for k-pop?
-goods and merchandise from its origin..... - Do you have any supporting data/ survey or report that can support what the demand or the best sale product?

3. Strategic Analysis

- ...the result is 43.6% - why the author exclude other results? it is suggested to show your related survey too
- The analytical method used - it is mentioned here the methods of this study is quantitative data analysis but did not showed in here.

3.1 SWOT analysis

- it is suggested to add TOWS analysis too

d. Operational Expenses

- some part of explanation for operational expenses is still lacking. It is suggested to give 3 table for each items

Conclusion

- boy group or girl group - here you use another terms "group" and not "band", Please decide which one you use for this paper
- It is still lacking - conclusion does not reflect the overall content or title.