

# Review of: "Startup Development Project: Munchies Merch"

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This paper has an important contribution to entrepreneurship with a startup business approach. Providing a complete operational performance of a business project (business feasibility study), means leaning towards pragmatism. However, the legibility of the methodology and academic approach is still weak. For example, it is shown by the discussion by the thoughts of the researchers, which are mixed in the methodological presentation of the preparation of scientific work. So, the article can be understood as a research report on the project manager's desk, "does not meet the rules of an article for a journal". Although, once again the research is very interesting to be published later.

The suggestion for the article is to present the preparation of the article with a general methodology, namely after the introduction are: (1) Literature Review; focus on conducting theoretical studies that are relevant to the research objectives that will be produced. For example, a review of relevant literature on theory and practical concepts: Project Creation, SWOT Analysis ..., Marketing Mix, etc. The literature review also provides an understanding of the research framework in its focus. (2) Research method: Starting from where and how the argument goes to data validation, whether it is quantitative or qualitative, there needs to be an explanation in the presentation of the methodology. (3) Enter the presentation of the results of research and discussion of previous literature, as has been done starting from the project creation .... (4) The conclusion must be given a description of the concepts and arguments, (5) Then another discussion, namely practical suggestions to entrepreneurs and other stakeholders.

These suggestions can be used as a reference for revision, and authors can further modify the contents, so that they become good articles. In technical analysis data preferably as an attachment. So that the description of the analysis can be chosen which one is included in the article presentation or is sufficient as evidence in the appendix.