

# Review of: "Application of Business Model at PT. ABC – A Learning Case from a Construction Service Company"

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**Potential competing interests:** No potential competing interests to declare.

The article deals with the market situation of the company PTB ABC. The analysis of the business situation through the use of the Canvas Business Model method is described in an understandable and correct manner. The publication deals with an important branch of industrial construction, i.e. the precast concrete products industry.

A number of comments are collected below. The authors could enhance the value of the article by making improvements based on them. By systematising the results obtained and adding details specific to the industry, they could make the publication even more valuable.

## 1. Regarding the section: Abstract

- The abstract begins with a citation of the proper name. It would be good at this point to indicate briefly what the name is (the enterprise). E.g. "Indonesian PT ABC company's performance...."
- In the abstract of the article, the authors write "the Canvas Business Model analysis method has been used to test the shape and business model of PT ABC". In the content itself, one does not notice comparisons for the strategies or activities demonstrated by the CBM, but rather only their definition. Hence, it would be advisable for the abstract to state precisely what was done in the article, and what objectives were achieved - this will allow a better perception of the content.

## 2. Regarding the section: Keywords

It is recommended to drop the keyword SWOT as no such analysis is presented in the content.

## 3. Regarding the section: Introduction

- One might be tempted to try to add more precise facts with citations enriching the rather general introduction.
- Figure 1 - is more like Table 1. It would be advisable to present the content from left to right (i.e. reverse the order of the years).
- The source for the figures describing the facts could be indicated: "The project acquisition composition based on the business sector consists of the infrastructure sector at 65.98%, the property sector at 16.58%, and contributions from the energy, industry, and mining sectors at 11.95%, 3.11%, and 2.38% respectively." Is this data extracted from company reports?

#### 4. Others comments:

- In general, there are a lot of abbreviations in the work, but some are not developed and are therefore unclear to the reader, e.g. RJP: "...production capacity for RJP 2020-2024..."; ASEAN "...the ASEAN market."
- It would be useful to present the key findings, facts about the strategy in tabular form, to present specific actions from the plan that respond to the relevant problems/elements identified in the Canvas BM. So that the article is more detailed.
- It is recommended to always use one version of the name: PT.ABC or PT ABC.