

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

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Potential competing interests: No potential competing interests to declare.

1. Abstract should be explain the purpose of the study, then the findings,
2. Introduction should be more strengthened with the reason why this theme is important to be researched
3. There is no explain about research methodology and implication
4. Please check the appropriateness of the abbreviation, for example "....PT. ABC using the canvas business model **(MBK)** method".
5. There are some quotations with incorrect punctuation, for example "A business model encompasses nine essential elements, including customer segments, value proposition, channels to customers, customer relationships, revenue streams, resources, operations, partnerships, and cost structure. (Agustiadi et al, 2018; Fitriani & Sultan, 2019)." The use of "dot (.)" put in the wrong posistion, and and this occurs in several other sentences
6. Some words should be explain in more detail such as "...guided by the principles of Good Corporate Governance (GCG) and upholding the core values of **AKHLAK**". What is the meaning of **AKHLAK**