

# Review of: "Development of Traditional Packaging Design Innovations in the Present Context Using Technology for Packaging (Case Study: CV. XYZ)"

Giacomo Di Foggia<sup>1</sup>

<sup>1</sup> University of Milan - Bicocca

Potential competing interests: No potential competing interests to declare.

Dear authors, I've had the opportunity to review this interesting work on traditional packaging in Indonesia. I think it is an interesting article that, with some amendments, has much potential. A couple of major suggestions are: (i) please add a relevant number of citations as some sentences would benefit from a riot in previous literature, (ii) try to explain the methodological approach in some more detail, (iii) it would be helpful to discuss your findings with other similar works to put this article in context and appreciate more it added value. In general, this is a valuable work that, with some improvements, can actually support both the scientific community in better understanding this topic and the business community in better decision-making.

Please find below some additional suggestions.

## Abstract

Please complement the abstract by underlining how the study was conducted.

### 1. Introduction

The introduction section is informative and contains most of the information one would expect in this section. Here are a couple of suggestions that, in my opinion, may improve it. First, a final paragraph describing how the rest of the paper is organized would help readers. Second, there are some declarative sentences, such as "natural package is better than plastic packaging," to name one. I think that such kinds of opinions – which can, of course, be agreed upon - may better fit the context if supported by references. In general, please briefly introduce some literature in the introduction. Third, I find Table 1 and Figure 1 very useful and interesting. Perhaps they may switch to the next section using a subsection such as "background"; the advantage of this would be that of resuming the introduction a bit while giving the deserved importance to the concept summarized in Table 1 and Figure 1.

### 2. Analysis of Uncertainties.

Please add some details on the survey used, the number of responders, their characteristics etc.

### 3. Analysis of Impact from the Uncertainties.

In this methodological section, I can perfectly understand the meaning of the analysis conducted by the authors.

Nevertheless, it would be useful if the authors would complement the section by adding details regarding the approach followed.

### 4. Design of the Changes, and 5. Execution Plan for Change Project.

It is supposed that the design of changes derived from the results of the analysis presented in section 3 and that the following section suggests an execution plan. The flow of this is agreeable. I which the authors explained in some more detail the origin of this six steps strategy, including the needed reference to support it and to compare this interesting article with the previous one.

Conclusion.

The conclusion section is consistent with the rest of the article.