

Review of: "Startup Development Project: Munchies Merch"

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Potential competing interests: No potential competing interests to declare.

Very interesting case. It includes comprehensive analysis using Porter's Five forces, SWOT, STP and 4ps. It can be taught as a part of Entrepreneurship Management course as well as Marketing Management. The relevance and fan following of K-Pop amongst Gen Z also makes this a relevant and interesting read.