

# Review of: "Relationship Marketing for Obtaining and Retaining Customers in Clothing Stores in Bento Gonçalves"

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

The article needs to be amended as follows:

- It should be logically and clearly presented.
- The article should include the purpose of the research and the research limitations involved.
- The literature should be completed.
- There is a lack of a clearly marked own contribution.

Despite some shortcomings of the paper, I nevertheless believe that the article addresses important and topical issues, in such an important industry as the clothing industry. I encourage the authors to continue to do further work to improve the quality of the article.