

Review of: "Strategies for retaining customers: How PT ABC can maintain its position as the laboratory of choice"

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Potential competing interests: No potential competing interests to declare.

Abstract:

1. Additionally, diversifying revenue streams by entering new markets and establishing partnerships with other companies **can prove advantageous**. - Author should rephrase and make this sentence more clear.
2. However, implementing these changes **necessitates**

Introduction

3. - 1.1. Introducing the Industry - Author should either rephrase the title of this section or should rephrase an entire section. As this part is entitled "1.1. Introducing the Industry", the author should have provided us with an industry overview, stating key facts in accordance to the specific industry branch, rather than giving us an overview of the analysed company.
4. - 1.2. Business Model - The first paragraph of this section starts with an irrelevant / strangely constructed statement: "While business models have always existed..." which gets more confusing as author cites "align with that of Teece (2010), as cited in the Journal of Marko Niemimaa et al. (2019)." but in the next sentence chooses to cite other sources to provide us with the definition of the business model. The author should work on consistency and provide us with the mentioned definition as it is **according to the author** considered a "benchmark" definition in this case. In other paragraphs, the author presented **services** of a PT ABC, and referenced them and the business model, without actually providing us with the business model. The author should work more on this section to provide better understanding of the business model (in general) and the business model of the PT ABC.

Analysis Of Uncertainties

5. - 2.1. Identify Uncertainties - In the entire section the author lacks relevant literature sources to back up the claims. Besides, what is the meaning of "BC"? The author should provide us with the meaning. The author should work on the flow of this entire section. The author failed to provide us with other relevant ways to identify uncertainties and quoted only SWOT and **brainstorming**. Brainstorming should not be considered in this part as it is a more suitable technique than other endeavours. The author should also work on the grammar as well. The author should work on the last paragraph as it is incomplete "it is impractical for any organisation to analyse every".
6. - 2.2. Analysis Of Uncertainties - The author should work more on more detailed aspects of the analysis of uncertainties related to the observed subject, as the entire section can be related to any entity in the world. The author

made it highly generic, without a glimpse of personalisation.

Analysis of Impact from the Uncertainties

The author should reconsider this entire section as it lacks flow, original ideas, and is hard to relate to **previous sections** (which as well lack continuity). All of a sudden, the author makes a turn towards legislative when the author should focus more on the market itself, technology, competition, etc. to best work on risk assessments.

Design of the Changes; Project of Change Execution Plan & Conclusion

These paragraphs (similarly to the previous ones) again lack continuity, relevant literature and overall logic to be considered as scientifically relevant. The author should address these issues and do more research in regards to business models, change management, and risk assessments.

Overall impression

The paper lacks continuity, logic, relevancy, and scientific contribution. The author failed to identify relevant literature, logic and key issues surrounding the observed topic, as well as clarity leading to the purposefulness of the paper. In the future endeavours, the author should better address these issues and work more carefully on relevant scientific contributions. Sentence phrasing is relatively unqualified to meet scientific expressions, followed by rather plain vocabulary, contribute to the overall weak impression.