

Review of: "Startup Development Project: Munchies Merch"

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Potential competing interests: No potential competing interests to declare.

The title represents what the manuscript is all about.

The abstract needs to be improved, and it must contain the necessary information. Also, the author must amend the keywords because they did not reflect the study.

The introduction section talks more about others' cultures/preferences. The authors can briefly mention others but, more importantly, highlight their own project/business segment in more detail.

All in all, the project creation section is good. However, the introduction of the prototype can be leveraged by using Augmented Reality/Virtual Reality technologies. These technologies will give more benefits to companies and prospects.

It is nice to have a SWOT analysis. But your weaknesses outweighs your strength. The opportunities also must be improved.

On another note, the STP needs to be clearer and more precise. The STP is critical to craft the right or more promising marketing strategies.

The references must be amended because some lists need to be completed (e.g., Gurel (2017)).

Good luck!