

Review of: "Startup Development Project: Munchies Merch"

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Potential competing interests: No potential competing interests to declare.

Overall, this is an interesting topic related with modern music tastes, particularly on the Chinese and Korean radio market. It links artists, content creators, and social media platforms, along with their merchandise and e-commerce, together with modern day ICT solutions. This subject brings a big potential for revenue, it is surely worth investigating.

The manuscript is written in proper English, it is pleasant to read. It is informative and runs smoothly.

Authors are strongly advised to look for additional papers, particularly those focused on digital multimedia, content consumption, streaming services, mobile multimedia, as well as current trends and user expectations surveys.

Do not use short forms of words in a technical paper, i.e., write [does not] instead of [doesn't].

Some figures, particularly webpages and their interfaces, are simply of too low resolution. They have blurry fonts and no sharp edges, making it hard to read and interpret.

Authors discuss prices in different currencies, i.e., Rupee and Won. What are the exchange rates, and what are they compared to Dollars or Euros?

I do encourage the Authors to continue their studies and the development of this project. In the future, do try reaching other markets and regions around the world.