

# Review of: "Startup Development Project: Munchies Merch"

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

1) Theme chosen is very relevant to the questions of the Creative Economy, Arts Management, mainly because we are at a time when culture is starting to be seen as a service that also has to be sustainable.

2) Weak and very website-based literature review. You should look for information in scientific journal articles and books to better support your ideas. You should also look for recent literature (between 2020-2023) for the following topics:

K-pop business model

k pop business Strategic analyzesys

munchies in c-pop; k-pop and j-pop

michael porter analysis applied to this market

swot analysis applied to this market.

3) In addition, they do not support the research methodology used, nor the different analyzes and respective statements made therein. Why do you use swot analysis? Michael Porter's 5 forces model? To the CANVAS business model? These statements cannot be made in the analyzes without a literature review support and aspects advocated by the scientific community / without prior recognition among the research community.

4) in table 3.2 they state that it is made by the authors of the article. how did you arrive at this data? Same reasoning in relation to the following tables.

5) the methodology used needs to be better supported

6) the conclusions are also incomplete. They should talk about seeing the topics that should be included in a conclusion, namely:

- firstly, a presentation of your impressions on the subject under investigation should be made;
- Second, present the data found during all stages of the study's development.
- Thirdly, present the main results of your study and which ones could not be achieved.
- Finally, leave clues for future investigations.

