

Review of: "Startup Development Project: Munchies Merch"

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Potential competing interests: No potential competing interests to declare.

The article addresses an important and current problem of the development of a startup project. Modern times require the search for new solutions in various areas of life and economy and from this point of view the article is important and needed. The presentation of such parts of the article as Strategic Analysis, SWOT Analysis, Porter's Five Forces and Marketing Strategy deserves praise (although in the latter case, you can expand the description of the individual components of the marketing mix by referring to the following items:

1. Trojanowski T., SWOT Analysis of Sustainable Marketing Mix of Food Industry Enterprises, WSEAS Transactions on Environment and Development, Vol. 17, 2021, p. 997-1003
2. Trojanowski T. W., Kazibudzki P.T., Prospects and Constraints of Sustainable Marketing Mix Development for Poland's High-Energy Consumer Goods, Energies 2021, 14(24), p. 8437.
3. Kazibudzki P.T., Trojanowski T., Examination of marketing mix performance in relation to sustainable development of the Poland's confectionery industry, Plos One, 2020, 15 (10), e0240893

Some objections are raised by the presentation of quite a large number of drawings, which in my opinion should be presented in the appendices. The list of literature should also be expanded. The range of literature presented is quite poor. The suggestions made are intended to improve the quality of the article, and the authors themselves will decide on the final form of the article