SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**Ms_BJEMT_22239**
Title of the Manuscript:	**An assessment of effectiveness of marketing mix as a satisfaction tool at local authorities in Ghana**
Type of the Article	**Research paper**

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.
To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

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PART 1: Review Comments

	Reviewer's comment	**Author's comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Compulsory REVISION comments	**Rearrangement of the sections may improve the paper. Section 3.3 needs to be accommodated earlier otherwise this section may be used as annexure. This section is considered key section for development of the construct.**	Suggested changes have been done
Minor REVISION comments	• Introduction section needs to be redrafted. Please start with some backgrounds in your own language. • Plz incorporate specific section on objectives and hypothesis • Test of Reliability and validity of the data is absent • Plz check section 3.3 headings and plz think once again about incorporation of table 8 and 9 and also the screen plot. Table 10 is sufficient to explain the purpose.	All suggested changes have been done
Optional/General comments		