SDI Review Form 1.6

Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**Ms_BJEMT_32736**
Title of the Manuscript:	**The Effect of Brand Extension Strategy on Brand Image to Customers**
Type of the Article	**Original Research Article**

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)

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	Below are my comments which you can then cut and paste in the comment form as I can't access the comment form: A review of the abstract of the manuscript on 'The Effect of Brand Extension Strategy on Brand Image to Customers' shows that the study used brand image as an independent variable instead of using brand image as a dependent variable as clearly suggested by the title of the manuscript. The author is therefore advised to redo or revisit the study and ensure the proper use of the dependent and independent variables in questionnaire design and data analysis, else any findings from the study will not be in tandem with the title of the manuscript.	I agree with reviewer and tried to correct the manuscript.
Minor REVISION comments		
Optional/General comments		