



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
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>)



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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	1. Please reorganize the section 2. The mere list of factors could not support the necessity of the proposed model. The significance of this topic should be highlighted. Otherwise, this proposed model seems lack of novelty and meaningless. 2. Please provide the whole questionnaire and survey data. 3. Please add the limitation of the proposed model before section 5. 4. Please add the latest references, most of which are 1990s and 2000s. Please check the format, e.g. 16,17,21,26.	
Minor REVISION comments		
Optional/General comments		

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