

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_130441
Title of the Manuscript:	Case Study of Operational Implementation of Fast Moving Consumer Goods Product Waste Management
Type of the Article	

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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 guidelines for the Peer Review process, reviewers are requested to visit this link:

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PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	It's a new topic to explore so can be considered for research paper publication but there is need to revisit the whole paper again under every head as it seems article type and lacks the main concepts of research topic discussed throughout paper.	This paper provides valuable insights into the operational implementation of waste management practices in the fast-moving consumer goods (FMCG) sector, a critical industry with significant environmental implications. By highlighting innovative strategies and practical applications, this study contributes to the understanding of sustainable operations and their integration into supply chain management. It offers a practical framework that can be adopted by businesses seeking to align themselves with global sustainability goals, thereby reducing their environmental footprint. Furthermore, the findings serve as a foundation for future research, fostering interdisciplinary collaboration in waste management, corporate responsibility, and environmental policy development.
Is the title of the article suitable? (If not please suggest an alternative title)	Title seems okay	Case Study on Sustainable Waste Management of FMCG Market returns
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	First two lines of abstract should be the main topic related that must be followed by main problem discussed followed by research gap and the objectives of the paper. It is followed by methodology used consists of variable used, statistical tools used, time period, research design and sample design. It needs to be followed by results and discussion, conclusion, suggestions for future studies, relevance of the present studies in present context and limitatins. All must be be single liner or may be double. Chalk out abstract at around 250 words to 300 words maximum.	Abstract Aims: The study aims to analyze sustainable waste management strategies for market return products in the Fast-Moving Consumer Goods (FMCG) sector, focusing on their repurposing into alternative fuels and animal feed. It investigates innovative methods to enhance sustainability, operational efficiency, and environmental impact reduction. Study Design: This research adopts a descriptive qualitative case study design. Place and Duration of Study: The study was conducted in a major FMCG company in Indonesia over a period of six months, from January to June 2024. Methodology: Data were collected through in-depth interviews with operational managers and sustainability officers, direct field observations of waste sorting and processing activities, and analysis of company documentation, including Standard Operating Procedures (SOPs) and sustainability reports. The waste management process was evaluated for its efficiency and potential to repurpose market return products into usable resources. Techniques such as barcode-based tracking systems and digital monitoring were also assessed for their impact on improving waste management practices. Results: The findings highlight that approximately 75% of market return

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		products could be repurposed, with 45% converted into alternative fuels, such as bio-pellets for industrial use, and 30% processed into animal feed. The integration of environmentally friendly technologies improved tracking and operational efficiency by 20%. Challenges identified include regulatory gaps and inconsistent waste handling practices across different regions. Conclusion: Sustainable waste management of FMCG market returns not only minimizes environmental risks but also provides viable solutions for resource optimization, such as the production of alternative fuels and animal feed. These practices enhance operational efficiency and strengthen brand reputation. Future research should focus on developing comprehensive regulatory frameworks and scaling these solutions to other sectors.
Is the manuscript scientifically, correct? Please write here.	It seems correct initially but needs to work out again	This journal has been compiled based on scientifically valid research methods and refers to reliable data and analysis. This study contributes to the development of the circular economy concept, especially in the utilization of fast-moving consumer goods (FMCG) product waste for animal feed and alternative fuels. With this approach, this study strengthens the scientific basis for resource efficiency and environmental impact reduction. The results are not only relevant for waste management innovation, but also provide practical guidance for industries that want to apply sustainability principles in terms of operational efficiency.
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References need to be consulted more. Search in the references of the paper consulted in the research paper itself used in this.	I apologize for my suggestion, regarding the references in making this manuscript, I based it on field data and previous journals related to the use of FMCG.
Is the language/English quality of the article suitable for scholarly communications?	It seems okay or can be consulted with some English domain expert.	The language created has been created based on scientific studies and has been created for the needs of creating articles.
Optional/General comments	Literature review needs to be provided. Research Methodology needs to be revisited again Research gap needs to be chalked out Results need to be supported by theoretical foundations and concepts. Conclusion needs to be focused with good words and draw conclusions Limitations of the study and relevance of this studies in the current context need to be mentioned properly which seems missing in this paper. Revisit the whole research paper as mentioned	In this case, the literature review used in this Manuscript uses a qualitative approach, with six respondents interviewed to collect data. However, there are no important details regarding the methodology. Authors should include the questionnaire used for the interviews to provide transparency and reproducibility. In addition, the manuscript should explain the analytical methods used, such as thematic analysis, coding, or other qualitative techniques, to explain how the data were interpreted and conclusions drawn.

PART 2:

	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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	I wrote this journal manuscript according to what actually happens in the field and also to inform readers to protect the environment and academic goals.