

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	Research article

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

<https://r1.reviewerhub.org/general-editorial-policy/>

Important Policies Regarding Peer Review

Peer review Comments Approval Policy: <https://r1.reviewerhub.org/peer-review-comments-approval-policy/>  
Benefits for Reviewers: <https://r1.reviewerhub.org/benefits-for-reviewers>

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>
<b>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.</b>	The study addresses an increasingly important topic: waste management in the Fast-Moving Consumer Goods (FMCG) sector. Given the high volume of consumer products and the growing emphasis on sustainability and corporate social responsibility (CSR), FMCG companies need to adopt effective waste management strategies. The paper's focus on market returns and converting waste into animal feed or other repurposed materials is relevant, especially in light of global environmental concerns.	The study addresses an increasingly important topic: waste management in the Fast-Moving Consumer Goods (FMCG) sector. Given the high volume of consumer products and the growing emphasis on sustainability and corporate social responsibility (CSR), FMCG companies need to adopt effective waste management strategies. The paper's focus on market returns and converting waste into animal feed or other repurposed materials is relevant, especially in light of global environmental concerns.
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	<b>Title is suitable, but it can be more specific relating to the case study.</b>	<b>Case Study on Sustainable Waste Management of FMCG Market returns</b>

Review Form 3

<p>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.</p>	<p>Can include the specific case study adopted.</p>	<p><b>Abstract</b></p> <p>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.</p> <p>Study Design: This research adopts a descriptive qualitative case study design.</p> <p>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.</p> <p>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.</p> <p>Results: The findings highlight that approximately 75% of market return 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%.</p> <p>Challenges identified include regulatory gaps and inconsistent waste handling practices across different regions.</p> <p>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.</p>
<p>Is the manuscript scientifically, correct? Please write here.</p>	<p>The methodology is well-suited for the topic as it provides insights into the real-world operationalization of waste management strategies. Interviews with operational managers provide practical insights into the challenges and solutions companies face in managing market returns.</p>	<p>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.</p>
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>References are less, it is confined to seven</p>	<p>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.</p>

Review Form 3

Is the language/English quality of the article suitable for scholarly communications?	Yes, it meets the requirement.	In terms of scientific communication, I created the article based on actual data in the field and also previous journal articles regarding the utilization of FMCG waste.
Optional/General comments	The literature review could have delved deeper into the existing challenges in waste management specifically for FMCG products, particularly in emerging markets. Additionally, while product innovation is mentioned, the paper doesn't fully elaborate on how innovation could contribute to waste management practices	<b>Observations and Suggestions:</b>  1. <b>Methodology:</b> The manuscript employs a qualitative approach, with six respondents interviewed to gather data. However, it lacks critical details regarding the methodology. The authors should include the questionnaire used for the interviews to provide transparency and reproducibility. Additionally, the manuscript should elaborate on the method of analysis employed, such as thematic analysis, coding, or other qualitative techniques, to explain how the data was interpreted and conclusions were drawn.  2. <b>Keywords:</b> The keywords "Quality Control" and "Animal Feed Repurposing" are not entirely relevant to the scope and findings of the paper. Replacing these with more aligned terms such as "Circular Economy," "FMCG Waste Management," or "Alternative Fuel Utilization" would better reflect the content and purpose of the study.  3. <b>Specific Hypothesis:</b> The data presented in the "Specific Hypothesis" section lacks supporting references or calculations. The authors are encouraged to provide credible references, such as industry reports, scientific studies, or calculations derived from the study's findings, to substantiate the stated hypothesis. This will enhance the scientific rigor and credibility of the manuscript.  4. <b>Main Hypothesis:</b> In the current structure, the first two points in the main hypothesis section seem misaligned in terms of logical flow. It is recommended to reorder them as follows for better clarity: <ul style="list-style-type: none"><li>"Implementation of effective FMCG waste management can increase operational efficiency."</li><li>"The use of environmentally friendly technology in FMCG waste management can reduce environmental impacts."</li></ul> This reordering emphasizes the operational benefits as a precursor to environmental improvements, aligning with the cause-effect relationship.

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.