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| Journal Name: | [**Asian Journal of Economics, Business and Accounting**](https://journalajeba.com/index.php/AJEBA) |
| Manuscript Number: | **Ms\_AJEBA\_133151** |
| Title of the Manuscript: | **Restructuring Strategy: Understanding How Differentiation Strategies Enhance Performance at Global Village Tea Factory in Uganda** |
| Type of the Article |  |

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| PART 1: Comments | | | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | | | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **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.** | **This article is of utmost importance because it gives organisations ideas on how to make their products stand out among competitors. It emphasizes on how organisations should focus on quality instead of quantity. Also, making sure that their branding can ultimately create a competitive advantage and attract customers.** | | |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Differentiation Strategies: Understanding How Differentiation Strategies** **Enhance Performance at Global Village Tea Factory in Uganda** | | |  |
| 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. | **It is comprehensive** | | |  |
| Is the manuscript scientifically, correct? Please write here. | Yes | | |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes | | |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes | | |  |
| Optional/General comments |  | | |  |
| **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)* |  | |

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