

Manuscript: “Cost Leadership Strategy: A New Game Strategy for Competitive Advantage in Milk Processing Firms in Kenya”

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The TITLE is clear and it is adequate to the content of the article.

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The Title is clear, and adequate

The ABSTRACT clearly presents objects, methods, and results.

*

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The abstract is well written and expresses the logic followed for the realization of the work and the results

There are a few grammatical errors and spelling mistakes in this article.

(Please insert your comments)

no errors and grammatical mistakes

The study METHODS are explained clearly.

*

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The study methods are explained, but I think that the objectives of the paper and research questions are not clearly stated. The body text talks about H1 that falls down, so it is not verified, but in the methods or methodology it is not explained what H1 is.

The body of the paper is clear and does not contain errors.

*

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The body of the paper is clear

The CONCLUSION or summary is accurate and supported by the content.

*

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In terms of conclusions, I think they are presented very briefly and there is room for a more detailed explanation of the benefits of cost leadership in the case of Kenya. It is proven theoretically and in practice that cost leadership strategy contributes to competitive advantage. What the authors need to show is to identify some key, specific factors that would help Kenya's dairy sector apply cost leadership.

The list of REFERENCES is comprehensive and appropriate.

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- 1
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- 4
- 5

Overall Recommendation!!!

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- Accepted, no revision needed

- Accepted, minor revision needed
- Return for major revision and resubmission
- Reject

Comments and Suggestions to the Author(s):

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