EUROPEAN SCIENTIFIC JOURNAL 🔅 ESI

Paper: "Sales Territory Design and Salesforce Performance in the Detergent Manufacturing Companies: The Actual Kenyan Context"

Submitted: 29 September 2021 Accepted: 21 October 2021 Published: 31 October 2021

Corresponding Author: Benson Muchoki Mwangi

Doi: 10.19044/esj.2021.v17n35p203

Peer review:

Reviewer 1: Blinded

Reviewer 2: Elisa Rancati University of Milano-Bicocca, Italy

ESJ Manuscript Evaluation Form 2021

This form is designed to summarize the manuscript peer review that you have completed and to ensure that you have considered all appropriate criteria in your review. Your review should provide a clear statement, to the authors and editors, of the modifications necessary before the paper can be published or the specific reasons for rejection.

Please respond within the appointed time so that we can give the authors timely responses and feedback.

NOTE: ESJ promotes peer review procedure based on scientific validity and technical quality of the paper (not perceived the impact). You are also not required to do proofreading of the paper. It could be recommended as part of the revision.

ESJ editorial office would like to express its special gratitude for your time and efforts. Our editorial team is a substantial reason that stands ESJ out from the crowd!

Reviewer Name: Elisa Rancati			
University/Country:University of Milan	-Bicocca		
Date Manuscript Received: 04/10/2021	Date Review Report Submitted: 07/10/2021		
Manuscript Title: SALES TERRIT PERFORMANCE IN THE DETERGENT MANUFACTURING CO	TORY DESIGN AND SALESFORCE OMPANIES: THE KENYAN CONTEXT		
ESJ Manuscript Number: 1040/21			
You agree your name is revealed to the author of the paper: Yes			
You approve, your name as a reviewer of this paper, is available in the "review history" of the paper: Yes			
You approve, this review report is available in the "review history" of the paper: Yes			

Evaluation Criteria:

Please give each evaluation item a numeric rating on a 5-point scale, along with a thorough explanation for each point rating.

Questions	Rating Result [Poor] 1-5 [Excellent]
1. The title is clear and it is adequate to the content of the article.	4

(Please insert your comments)	
2. The abstract clearly presents objects, methods and results.	4
(Please insert your comments)	
3. There are few grammatical errors and spelling mistakes in this article.	5
(Please insert your comments)	
4. The study methods are explained clearly.	5
(Please insert your comments)	
5. The results are clear and do not contain errors.	5
(Please insert your comments)	
6. The conclusions or summary are accurate and supported by the content.	4
(Please insert your comments)	
7. The references are comprehensive and appropriate.	5
(Please insert your comments)	

Overall Recommendation (mark an X with your recommendation) :

Accepted, no revision needed	x
Accepted, minor revision needed	
Return for major revision and resubmission	
Reject	

Comments and Suggestions to the Author(s):

Comments and Suggestions to the Editors Only: