

REVIEWER'S REPORT

Manuscript No.: IJAR-54594

Date: 30-10-2025

Title: Cloud Kitchen Feasibility, Viability, and Pathways to Profit in Bangladesh's Urban Food Delivery Revolution

Recommendation:

Accept as it is

Accept after minor revision ...✓✓.....

Accept after major revision.....

Do not accept (Reasons below)

Rating	Excel.	Good	Fair	Poor
Originality			✓	
Techn. Quality			✓	
Clarity		✓		
Significance		✓		

Reviewer Name: **Sudhanshu Sekhar Tripathy**

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewer's name.

Reviewer's Comment for Publication

The paper presents an in-depth and well-structured study on the **feasibility and financial viability of cloud kitchens** in Bangladesh. It integrates theoretical models, mixed-method research, and financial modeling to evaluate market demand, operational challenges, and investment potential. The work is **methodologically strong, contextually relevant, and academically valuable**, addressing an underexplored area in entrepreneurship and food delivery innovation.

However, **minor revisions** are advised to refine abstract brevity, figure labeling, and reference formatting.

Detailed Reviewer's Report

1. Scope & Relevance

- The topic is timely and highly relevant to **entrepreneurship, business innovation, and digital food delivery ecosystems** in emerging economies.

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- The study aligns with the journal's focus on economic development and business feasibility analysis.
- It effectively connects global models with local realities in Bangladesh, enhancing originality and regional relevance.

2. Structure & Technical Presentation

- The manuscript follows a logical flow: Abstract → Introduction → Literature Review → Methodology → Results → Conclusion.
- The **abstract** is informative but could be slightly condensed for readability.
- **Tables and figures** are clear, though captions should be standardized in style and placement.
- Chapter transitions are smooth, and subsections are well-numbered and organized.

3. Methodological / Analytical Details

- The **mixed-method design (quantitative survey + qualitative interviews)** is appropriate for feasibility research.
- Financial modeling and sensitivity analysis are well explained and realistic.
- The **triangulation of data** (survey, interviews, and secondary sources) strengthens the validity of findings.
- Clear details on sample size, data collection, and analysis procedures (SPSS, thematic coding) are provided.
- Suggestion: briefly mention **sampling limitations** in the methodology section for clarity.

4. References & Citations

- References are comprehensive, covering both **theoretical and applied literature** from 2019–2024.
- Minor formatting issues exist — repeated author names and inconsistent citation brackets.
- Suggest adopting a consistent **APA or Harvard style** throughout.
- All key sources (e.g., RBV, Diffusion of Innovation, Business Model Canvas) are appropriately cited.

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5. Language & Style

- The writing style is formal, clear, and academically appropriate.
- Grammar, syntax, and vocabulary are strong, with only a few long sentences that could be simplified.
- Technical terms are used consistently.
- Minor proofreading will further enhance readability.

6. Key Strengths

1. Strong methodological integration (qualitative + quantitative).
2. Realistic financial model with sensitivity and break-even analysis.
3. Clear theoretical foundation using **RBV, DOI, and Business Model Canvas**.
4. High practical value for entrepreneurs, policymakers, and investors.
5. Excellent data presentation and contextual alignment with Bangladesh's digital economy.

7. Areas for Improvement (Minor Revision Needed)

1. Condense the **abstract** — focus on core objectives and results.
2. Standardize **figure/table captions** and ensure sequential numbering.
3. Revise **references** to eliminate duplicates and unify format.
4. Simplify long paragraphs in the **literature review** for flow.
5. Add a short note in methodology about **sampling constraints** or potential bias.
6. Conduct minor **language proofreading** to improve fluency.

Final Feedback to Author

The manuscript demonstrates a **comprehensive and practical study** with both theoretical and empirical rigor. It offers valuable contributions to the literature on **digital entrepreneurship and food-tech innovation** in emerging markets. The research design, data analysis, and financial modeling are well executed and relevant for both academia and industry. With **minor refinements in formatting, citation consistency, and abstract conciseness**, the paper will be fully ready for publication.