Peer Review Week 3

[Author’s name]

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Author Note

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**Most Effective Part(s) of the Paper**

The most effective parts of this reviewed paper are the explanation of current marketplace for the proposed innovative service, identification of the problem and possible solution in the form of service, the perspective of targeted customers’ information as customer demographic, psychographic, and their location/geography are effectively presented in the paper. Content under all these headings is comprehensively explained in the paper that helps the reader to identify the main problem, possible solution, and a detailed assessment of the target market and potential customers.

**Least Effective Part(s) of the Paper**

The effective parts of this paper are recognized as an inadequate explanation of areas of proposed marketing mix strategy and description of innovation. This paper lacking to suitably present different elements of marketing mix strategy for this proposed innovative mix. The business approach of the marketing mix consists of basic 4P’s of marketing (product, price, place, and promotion). An observation of the proposed marketing mix section of this paper indicates that the element of promotion is mainly established to achieve marketing targets in the future (Eckmann & Young, 2017). The important factor of price in the scenario of the proposed service business is completely ignored by the writer that decreases the overall effectiveness of this segment. Moreover, the factor of innovation for the sake of business growth is not impressively described as there is a need to explain how the proposed innovative service can be a reason for profit generation and enhancement over time.

**Identification of Big Idea**

The big idea proposed in this paper is to provide innovative service to the potential customers by combining a traditional guided backpacking for beginners course with environmental education.

**Major Points that Demonstrate Evidence-Based Approach**

· The classification of the target market is successfully supported by relevant factual-based information.

· The section of problem identification also contains supporting sources.

**Out of Order Sentences or Paragraphs, Incomplete Explanation**

· The important section of the proposed marketing mix requires a more authentic and concise explanation. This area of content seems incomplete as all elements of marketing are not completely covered.

· An effective use of innovation for the service business requires more details as it is important to define the financial and strategic feasibility of the proposed business plan. Some sentences in this section are also vague or out of order that needs to be revised.

**Requirement of Citations**

· There is a need to support content by adding relevant references when it comes to describing customers’ information under the domains of their demographic, psychographic, and spectrum of location.

**References**

Eckmann, H., & Young, K. (2017). *Sculpting Rough Ideas Into Elegant Business Plans: Ideas to Action*. Sentia Publishing. https://books.google.com/books?id=IJQtMQAACAAJ