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REVIEWER'S REPORT

Manuscript No.: IJAR-59671

Title: AI-Driven Sales and Distribution Planning for Sustainable Logistics Operations in Saudi Arabia's FMCG Industry.

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 Id: JPR-397

Reviewer's Comment for Publication.

The manuscript addresses a relevant topic by examining the integration of artificial intelligence into sales and distribution planning for sustainable FMCG logistics in Saudi Arabia. The proposed framework is clearly structured and provides useful insights into demand forecasting, inventory allocation, route optimization, and sustainability measurement. However, some improvements are required before publication. The literature review should include more recent and directly relevant peer-reviewed references, with greater critical comparison of existing studies. The methodology would benefit from clearer details regarding source selection and screening procedures. Additionally, the proposed framework and illustrative scenarios should be explained more precisely to strengthen their academic contribution. Minor language and reference-formatting corrections are also recommended. Overall, the manuscript has publication potential after minor revision.