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REVIEWER'S REPORT

Manuscript No.: IJAR-59918

Title: Advanced Decision Frameworks for Improving Sales Forecasting, Demand Planning and Business Performance in Saudi Automotive Enterprises.

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-286

Reviewer's Comment for Publication.

The manuscript presents a relevant and well-structured decision framework for improving sales forecasting, demand planning, and business performance in Saudi automotive enterprises. Based on an integrative review of 30 peer-reviewed studies, the paper effectively connects automotive sales forecasting methods, external data sources, human judgement, and Sales and Operations Planning (S&OP) with measurable business outcomes. The proposed framework, comprising demand intelligence, governed judgement, an adaptive S&OP decision cycle, and a performance linkage system, offers practical value for automotive distributors, dealer groups, and aftersales businesses. The discussion of forecast accuracy, judgemental adjustments, changing vehicle demand, customer experience, and the Saudi automotive market demonstrates good subject knowledge and relevance. The manuscript is logically organised, supported by relevant literature, and provides a useful foundation for future empirical research. However, minor revision is recommended to improve the methodological explanation of the literature selection process, ensure consistency in the presentation of tables and figures, and check the formatting and completeness of references. Overall, the study makes a meaningful contribution to forecasting and demand-planning practices and is suitable for publication after minor revision.