SBM ITB

School of Business & Management
Institut Teknologi Bandung

LOGBOOK
Market Testing Course
MK-3002
Bachelor Entrepreneurship 2025

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Date: 12 / 9 /2024   Session Week: 2   Mentor Sign:

Business Progress	Mentor Suggestion
Based on our market research, the e-commerce is not viable. Only the pet shop side that shows that they have the problem and needed our proposed solution. On the customer side, it is found that they don't have the problem and basically said that our platform is just nice to have. However, 1 of our interviewee said "why don't you guys build a vet clinic management software, I am overwhelmed in managing my clinic". From there, we validate the problem to some vets in Bandung.	- Create software MVP - Do partnership with vet - Don't waste too much time on the market research - Set initial production date.

Date: 19 / 9 / 2024   Session Week: 3   Mentor Sign:

Business Progress	Mentor Suggestion
We created OKR and interviewed 2 more vets. In summary, vet that have the problem of managing their clinic is those that just started the clinic. Most of already settled clinic have utilized another software such as krelosys. However, there is a problem where krelosys didn't offer flexibility in their subscription package. Resulting in waste of money in some unused features	- List vet clinic's 'headache' - Validate those 'headaches', do they happened In all clinic or just a few. - Validate if their problems caused by the lack of software or just because human resource constraint.

Date: 26 / 9 / 2024   Session Week: 4   Mentor Sign:

Business Progress	Mentor Suggestion
Interviewed 1 more vet. They already used krelosys, Rp28.000.000 per year for 2 branches. Approached IT team, will be discussing the technicalities of our software in 27 September.	- Add value in features/services. - Do not compete by price - Should progress faster.

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