

ABSTRACT

Ringslight is a business that focuses on providing equipment for Makeup Artists (MUAs). Established in 2019, the business began by selling ring lights. Over time, Ringslight expanded its product range to include various tools needed by MUAs, such as folding mirrors, ring lights, and specialized makeup mirror bags. Throughout its journey, the business has experienced a decline in sales due to inconsistent product quality, as well as challenges in logistics and promotion. These issues indicate interrelated weaknesses across several elements of the Ringslight business model, which require comprehensive analysis and improvement. This study aims to evaluate the current business model of Ringslight and design a new model that is more adaptive to market needs. The methods used include observation, interviews, and customer surveys, utilizing the Business Model Canvas (BMC), SWOT analysis, and the Value Proposition Canvas (VPC). Several improvements are proposed, including the addition of psychographic segmentation, quality enhancement through stricter quality control, product color variation, the development of a reseller program, reduction of shipping partners, and the use of Instagram as the main promotional platform. This business model is developed at a conceptual level and is intended to serve as a reference for future development, enabling Ringslight to become more competitive and aligned with market demands.

Keywords: Business Model, Ringslight, Business Model Canvas, SWOT, Value Proposition Canvas.