

## ABSTRACT

Beauty products are the main and basic needs for every human being, especially for women as a reflection of themselves and used in daily life, with the high-income level of the beauty and personal care market in Indonesia, there is a lot of diversity in beauty products on the market. The Daily Maiimi is a business in the field of beauty and personal care by selling its products online on social media, e-commerce, and websites. By having a target market between 25 to 34 years old, a tourist and someone who is on vacation at a hotel. The Daily Maiimi has problems in running a business, with the root of the problem, namely the income earned every month is not according to the target, and has problem factors, namely the limited number of employees, does not have a product manufacturing machine, does not have a physical store, and does not have a physical shop. have partners. By using the business model canvas, it is possible to develop a business by making complex business models simple and easy with 9 blocks. Problems in The Daily Maiimi's business are classified in the business model canvas, with the root cause of the problem in the revenue streams block and the problem factors in the key resource, channels, and key partnership blocks. The purpose of this research is to design a new business model at The Daily Maiimi. By taking steps, namely collecting internal data through interviews with the CEO, in order to obtain the existing business model, then identifying the customer profile, which contains jobs, pains, and gains obtained through interviews with customers. The next step is to analyze The Daily Maiimi's business environment with a literature study. Furthermore, processing SWOT data as material for consideration of the proposed results. Furthermore, the determination of the results of the proposal and identification of the fit customer profile with the value map to understand the things that the customer wants. By providing the result of this research, namely a proposed business model design for The Daily Maiimi.

**Keywords: The Daily Maiimi, Business Model Canvas, Customer Profile, Value Proposition Canvas, SWOT (Strength, Weakness, Opportunity, Threats).**