

BUSINESS MODEL CANVAS FOR ACNIE BEAUTY CLINIC

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ABSTRACT

More recently, beauty clinic has growth rapidly. significant fluctuations in skin and health industry in the Indonesian promised the profitable business. In this case, the main purpose of this research is to make a business model of Acnie beauty clinic. This research will use business model canvas as a framework to outline the key aspects of the business plan such as customer segments, value proposition, revenue streams, and key resources required. By conducting through market research and analysis, this business model will identify the target market for the clinic, competitive landscape, and potential growth opportunities. Ultimately, the goal is to develop a strategic roadmap that will guide the acne beauty clinic towards success and sustainability in the fast-growing beauty industry in Indonesia.

Keywords: Acne skincare, Business model, Beauty clinic, Business model canvas.

1. INTRODUCTION

Skin problems like acne at all ages are still one reason why people visit beauty clinics. (Wiraputranto et al., 2023) Because of that, many people are interested in finding the right solution to the skin problem of acne. (Yousaf et al., 2020) One of the most sought-after solutions is to perform treatment in a beauty clinic that offers a variety of treatments to deal with acne. With the latest technological developments and research, beauty clinics also offer more modern and effective methods of treatment to tackle acne skin problems. (Sri Aderafika et al, 2022) In addition, consultation with a dermatologist specialist in a cosmetic clinic is also an option in demand by many people to get the right solution to suit their skin condition. (Tobiasz et al., 2022).

Clinics that deal with acne are limited. In Indonesia, these clinics can only be found in major cities such as Jakarta, Surabaya, and Bandung. However, the increasing demand for skin treatment for acne, it is expected to appear more beauty clinics that are specifically dealing with the problem in various cities in Indonesia. With a variety of quality treatment options, it is expected that acne problems can be dealt with more effectively and help boost confidence for many people. (Gallitano & Berson, 2018).

Along with the increasing popularity of social media, the desire to have a clean and acne-free skin is increasing among young people. (Yousaf et al., 2020) Therefore, acne-specific beauty clinics can be a highly sought-after place for those who want to care for their skin properly. This research will be divided into 5 sections, where section 1 is for introduction, part 2 for literature review, part 3 for research methods, part 4 for results research and part 5 for conclusion research that has been found.

2. LITERATURE REVIEW

Skin is the largest organ which protects the body from external threats and helps regulate body temperature. It is made up of multiple layers, each with its own specific

functions. The outermost layer, called the epidermis, acts as a barrier to prevent bacteria and viruses from entering the body. The dermis, the middle layer, contains blood vessels, nerve endings, and sweat glands that help regulate body temperature. Finally, the subcutaneous tissue, or hypodermis, provides insulation and cushioning for the body. Together, these layers work seamlessly to protect and support the body's overall health and well-being. (Chen et al., 2021; Slominski & Wortsman, 2000).

For some people, the skin can also be a source of confidence and self-expression. (Yousaf et al., 2020) Skin problem like acne can significantly impact self-esteem and mental health. (Gallitano & Berson, 2018) Acne can cause feelings of embarrassment and lead to social withdrawal. For some, finding successful treatment for acne can greatly improve quality of life and overall happiness. (Gallitano & Berson, 2018) The beauty clinic is a great resource for individuals struggling with acne. They offer a variety of treatments and products to help improve skin health and confidence. The history of aesthetic medicine dates back centuries, with various cultures developing treatments and techniques to enhance beauty and self-care. (Tobiasz et al., 2022) The evolution of aesthetic medicine continues to this day, with advancements in technology and research leading to more effective and innovative treatments. (Fajartriyani et al., 2019)

Nowadays, beauty clinics have experienced significant growth in popularity as people seek out the latest procedures to enhance their appearance and well-being. (Pranata, 2020) The successful operation of beauty clinics relies not only on skilled professionals who are trained in the latest techniques and technologies but also on the strategy of how the business can sustain and grow in a competitive market. A specific strategy is to use a business model canvas to analyse the market and competitors. (Au et al., 2011) this canvas provides a visual framework that outlines key elements of a business model, such as customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. By using this tool, beauty clinics can better understand their target market, identify potential gaps in their offerings, and develop strategies to attract and retain customers. Additionally, by continuously updating and refining their business model canvas, beauty clinics can adapt to changing market conditions and stay ahead of the competition. This strategic approach can ultimately lead to sustained growth and success in the beauty industry. (Clark et al., 2012)

As the Business Model Canvas, a business refers to the fundamental concept of how an organization generates, delivers, and acquires value. These concepts should possess simplicity, relevance, and intuitiveness, while refraining from oversimplifying the intricacies of business functions. (Clark et al., 2012) This approach has been implemented and evaluated globally by companies such as IBM, Ericsson, Deloitte, and others. The business model can be comprehensively explained by nine fundamental components. (Clark et al., 2012) (Aulia et al., n.d.) These parts include:

- Customer Segments: The rationale behind the establishment of an organization. It should be noted that certain clients make payments while others do not. (Au et al., 2011)
- Value propositions refer to the advantages that customers gain from acquiring a service or product. (Au et al., 2011)
- Channels refer to the various methods and platforms used to communicate, sell, and convey a value proposition to customers, as well as to ensure their satisfaction after a sale has been made. (Au et al., 2011)
- Customer Relationship: Various types and objectives of ties established with customers. (Au et al., 2011)
- Revenue Streams: The monetary compensation received from customers in exchange for a service or product. (Au et al., 2011)
- Key Resources: The necessary assets required to generate, communicate, and deliver a value proposition and guarantee customer pleasure after the sale; (Au et al., 2011)

- Key Activities: Essential duties and crucial actions necessary to develop and communicate the value proposition and preserve strong relationships with the client.(Au et al., 2011)
- Key Partnerships refer to the acquisition of essential activities and/or resources from external sources by the organization. (Au et al., 2011)
- Cost Structure refers to the expenses incurred in acquiring and maintaining Key Resources, carrying out Key Activities, and collaborating with Key Partners.(Au et al., 2011)

3. DATA AND RESEARCH TECHNIQUE ANALISYS

In carrying out this research, the authors chose the purposive sampling method, a sample-taking technique commonly applied in qualitative research. This approach allows authors to selectively select informants or respondents based on specific considerations, thus collecting data that is relevant to the focus of the research. the determination of key informants or social situations rich in information becomes crucial in the sampling process.(Aulia et al., n.d.)

In the case of this study, the author chose Cianjur district as the location of sampling, by asking the owner of the clinic to be built, the Acnie Beauty Clinic, as the respondent. This decision is based on the belief that the owner has in-depth experience and knowledge about the management of the clinic and the impact of the distribution channel on business performance, given his involvement in running the previous clinic business. Subsequently, the results of the interview will be produced in the form of a Business Model Canvas with the answers from the interview.

1. Customer segments

The customer segments are a grouping of similar customers by several things such as preferences, age, gender, and buying habits.(Clark et al., 2012) Customer segments of Acnie beauty clinic are teenagers and young adults who have acne problems.

2. Value propositions

Value propositions is the benefit given by an organization or company to the market segment it serves and is an important element because it can maintain relationships and loyalty with customers. (Clark et al., 2012)Value Propositions Acnie beauty clinic is a reliable doctor and staff in dealing with acne issues, products suitable for skin problems, science-based treatment according to acne skin disease and has a product return guarantee.

3. Channels

Channels are an essential element for a company or organization to anticipate market share as well as a wider potential buyer.(Clark et al., 2012) Customer relationship Acnie Beauty Clinic is a special price on a birthday, treatment card with 10+1 free Action. Special price at the Acnie beauty clinic.

4. Revenue streams

Revenue streams are sources that contribute to the cash flow of companies or organizations both indirectly and directly.(Clark et al., 2012) Revenue streams Acnie beauty clinic is the sale of products, treatment in clinics and sale of skin care products from online.

5. Key resources Four types of key resources are intellectual, physical, financial and human resources. Its human resources are doctors and staff consisting of administrative and police personnel.(Clark et al., 2012) Key intellectual resources are e-money, e-commerce and patient-specific applications. Financial support is a loan from a partner bank that has been working together for a long time.

6. Key activities

Key activities are all activities related to business performance with products whose main activity is to create a value proposition. (Clark et al., 2012)Key activities Acnie beauty clinic is the service to patients, consultation by doctors, sales of skin care

products according to the analysis of doctors and treatments that can deal with acne problems according to instructions of the doctors.

7. Key partnership

Key partnerships explain partnership so that a business model can be run. Key Partnership is part of the party or partner that can be invited to cooperate in building a business or organization.(Clark et al., 2012) Key partnership Acnie Beauty Clinic is a skin care manufacturer and supplier of treatment tools.

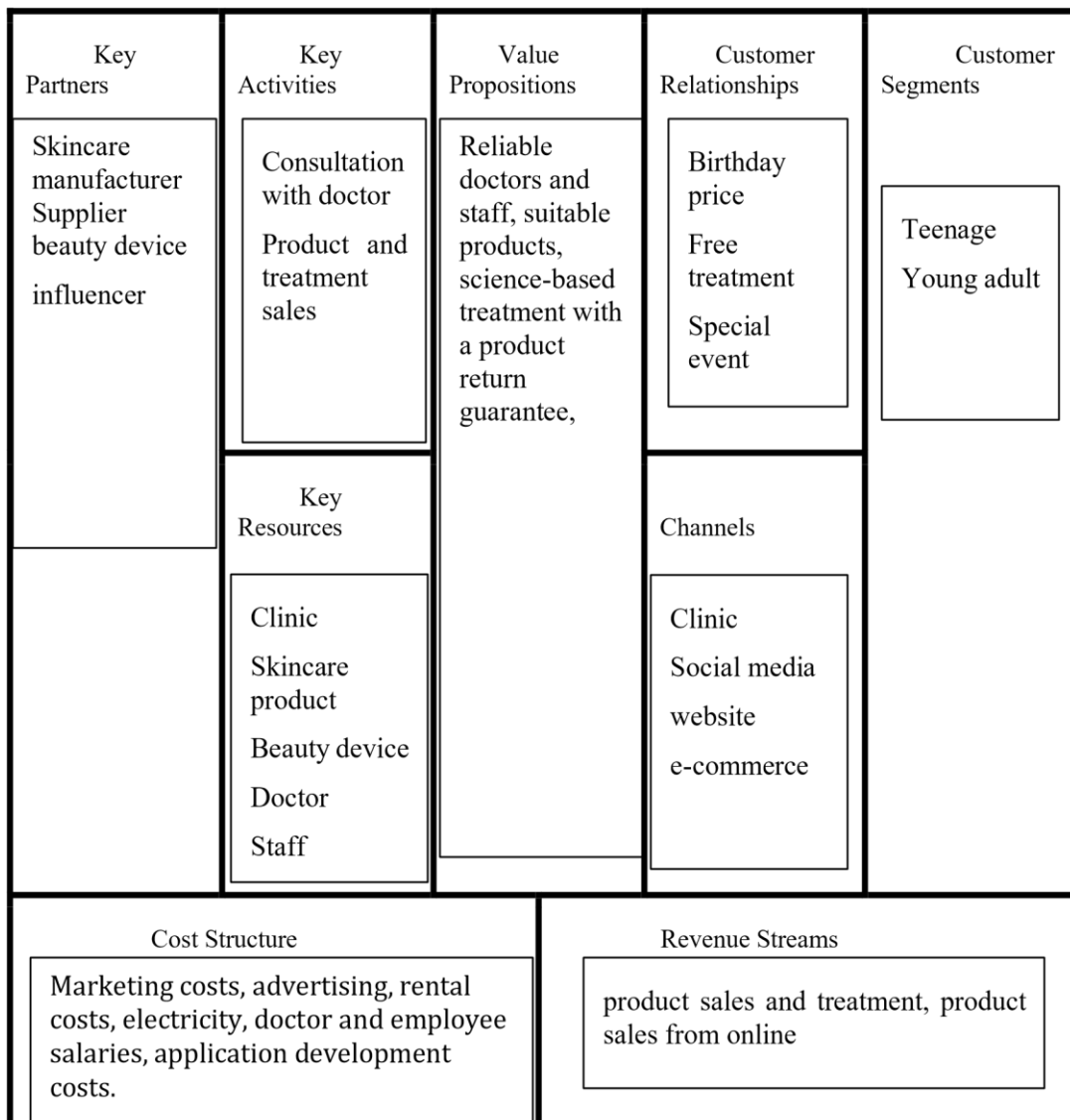
8. Cost structure

The cost structure is a component of the operational cost used by an organization or company to realize the value it gives to its customers.(Clark et al., 2012) The cost structure of the Acnie Beauty Clinic is the cost of marketing and advertising, rental charges, electricity, salary costs of doctors and employees, application development costs.

4. RESULT AND DISCUSSION

From the interviews conducted by the author, it can be concluded that Acnie beauty clinic has to be able to include improving the quality of life of patients by improving their skin condition as well as increasing their confidence. In addition, this beauty clinic also aims to provide effective and safe treatment for patients with acne problems. With proper treatment, it is expected that patients can get optimal results and obtain a healthy and beautiful skin.

In order to grow rapidly, the Acnie beauty clinic uses the 9 Element method of the Business Model Canvas and is converted to the table canvas template created below;



<http://www.businessmodelgeneration.com>

Figure 1. business model canvas

Customer segments

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Channels

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Customer relationship

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relationship Acnie Beauty Clinic is a special price on a birthday, treatment card with 10+1 free Action. Special price at the Acnie beauty clinic.

Revenue streams

Revenue streams are sources that contribute to the cash flow of companies or organizations both indirectly and directly. Revenue stream Acnie beauty clinic is the sale of products, treatment in clinics and sale of skin care products from online.

Key resources

Four types of key resources are intellectual, physical, financial and human resources. Its human resources are doctors and staff consisting of administrative and police personnel. Key intellectual resources are e-money, e-commerce and patient-specific applications. Financial support is a loan from a partner bank that has been working together for a long time. Key activities

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Cost structure

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5. CONCLUSION

Skin problems such as acne, eczema, and aging are common concerns among many individuals seeking beauty treatments. By utilizing the business model canvas, beauty clinics can tailor their services and products to address these specific issues, ensuring they meet the needs of their target market effectively. This targeted approach can help beauty clinics build trust with customers and establish a strong reputation within the industry. As a result, they can attract new clients and increase revenue over time. Overall, a welldeveloped business model canvas can serve as a roadmap for success in the competitive beauty industry.

Thus, business opportunities in acne-specific beauty clinics in Indonesia are predicted to continue to grow as the demand of the market for quality skin care services increases. Furthermore, the support of qualified dermatologists and cosmetologists can also attract more clients to use the service. Thus, acne-specific beauty clinics are expected to provide effective and durable solutions in a competitive beauty industry. With the high demand for acne care services, an investment in opening an acne-specific beauty clinic can be a profitable step. The focus of the acnie beauty clinic lies on block channels, customer segments and customer relationships, which means that acnie Beauty clinic should enhance relationships with its customers, expand its segments, and its distribution channel with the aim of increasing sales. Considering that the acnie beauty clinic is a new clinic that should strengthen brand awareness in the community

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