

## **ABSTRACT**

*Kiaracondong Ceramic Centre is a home industry engaged in ceramic crafts and has been established since the 1960s until now. In running its business, Sentra Keramik Kiaracondong has several problems such as a decrease in sales caused by a decreased interest in ceramic crafts, decrease in the fulfillment of raw materials, and media sales that have not been utilized properly. Based on these problems, an evaluation of the business model of the Sentra Keramik Kiaracondong is necessary. The evaluation was carried out using the Business Model Canvas. To do an evaluation, the first data needed is the existing business model, where data to map the business model is collected by observation and interviews with the owner. The second data is the customer profile data, collected through interviews with each of the 10 (ten) respondents for each segment, and the existing business environment analysis map data which collected by literature studies. These three data are used to conduct a SWOT analysis and formulate a strategy to be pursued in the future. The next step is to determine the value proposition and do the matching process between value proposition and the customer profile that has been identified, continued by the process of developing a business model canvas for the Sentra Keramik Kiaracondong. Some important improvements proposed from the results of this evaluation are: increasing sales by targeting the middle class where improvements in product quality and variety are followed by increasing selling prices and targeting the corporate customers as customized customers, creating own brand, increasing use of production technology, sales and marketing technology, increasing employee competence and hire the internship students from arts study program, and increasing good relationships with partners.*

*Keywords: Business Model Canvas, Customer Profile, Business Environment Analysis, SWOT Analysis*