

## ***ABSTRACT***

*Sensecurrency is one of the businesses engaged in clothing that has been established since 2016. This business is a business managed by students of the Business Generation department at the Governing Board of the Industrial Engineering Association (HMTI) Telkom University Bandung. The design of this business model evaluation was carried out because of the problems experienced by Sensecurrency, namely the lack of achievement of the expected sales target. Therefore, the evaluation of this business model is carried out using the Business Model Canvas method.*

*The first stage in designing this Business Model Canvas evaluation is to conduct interviews with Sensecurrency business owners to find out the existing business model. Then the Customer Profile identification is carried out. The next stage is to identify the business environment. Then conduct a SWOT analysis and TOWS matrix to get a business strategy that suits your needs. After that, match the value proposition with the customer profile. The last stage is to design a proposed business model for the Sensecurrency business.*

*From the design results, several proposed strategies were obtained, namely: making product characteristics, adding a market segment for hijab-wearing women to the customer segments block. Make promo offers, add a variety of long-sleeved models, improve the quality of clothes, and create designs that follow the trend in the value proposition block. Create interactive marketing content and product bundles to block customer relationships. Add the Tiktok marketing platform and use endorsement services on the channel block. Add payment options to the revenue streams block. Increase the cost of marketing block cost structures. Utilize employees by dividing the jobdesk structured in key resources blocks. Order product samples in the key activities block. As well as looking for a permanent vendor for the production of clothes on the key partner block.*

*Keywords— [Business Model Canvas, Sensecurrency, SWOT, Customer Profile]*