

## ABSTRACT

*A company in carrying out its business operations requires a good business process in order to run well and generate optimal income. However, in the course of running a business sometimes a condition can occur that makes the company have to adapt. The Virgin Pet Care Veterinary Clinic as one of the veterinary clinics in Denpasar City has experienced a decline in income caused by the declining economic conditions due to the COVID-19 pandemic, thus making the clinic must be able to adapt.*

*This condition is related to the block revenue streams on the Business Model Canvas (BMC). In addition, it is also related to the SWOT owned by the company. The purpose of this study is to design a Business Model Canvas that is currently happening at the Virgin Pet Care Veterinary Clinic, to analyze the clinic's SWOT, to design recommendations for BMC improvements that will be used to design Unified Modeling Language (UML) and user interface mock up.*

*In this study the method used is a qualitative method. Primary data was collected through interviews with the respondent, such as clinic owners, clinic customers, clinic employees and clinic partners. Meanwhile, secondary data was collected through articles, previous research, books, and reference journals related to the research topic.*

*Virgin Pet Care Veterinary Clinic's revenue stream is still limited to pet health care services. This makes the clinic vulnerable to a decrease in income when unfavorable conditions occur. This condition makes the clinic must have other sources of income in order to maintain its income rate. Through the results of the analysis carried out, the recommendations for the company are obtained through the addition of new business processes by selling products for pets through the website. Sales of these products are divided into sales of products for animal needs and pet data registration. The product selling process was designed using the Unified Modeling Language (UML) followed by the design of a user interface mock up.*

*The results of this study are expected to be used as recommendations for the business activities of the Virgin Pet Care Veterinary Clinic, especially in obtaining income. In addition, this research can be used as a guide in the implementation of business processes of the clinic. The implementation of the new business process recommendations is expected to provide more opportunities for clinics to earn optimally.*

**Keywords:** *Veterinary Clinic, BMC, UML, SWOT*