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## Abstract

With the market competition aggravating, it becomes necessary for market players to adopt a business model which can adopt dynamic business changes. Any enterprise has the possibility to win in the competition only when it forms the strategic alliance with the upstream and downstream enterprise. This paper articulates a way of using unified modelling language (UML) to develop business value chain activities for any enterprise to develop dynamic, adhoc and

agile business model. The results show that the UML is useful in the development of information systems and is independent of any programming language.

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### Index Terms

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**Keywords**

Unified Modeling Language (uml) Customer Relationship Management (crm) Business Value Chain

Service Oriented Architecture (soa)