

## **ABSTRACT**

*Strawberry is a genus of plants in the Rosaceae family. The fruit is red in color and can be consumed. Strawberry plant comes from the American continent. In Indonesia, the growth of strawberry plants are very suitable in highland regions such as West Java, Central Java, East Java, North Sumatra, and Bali. Barokah Farmers Agro Farm is Small and Medium Enterprises Pasirjambu largest strawberry producer, Ciwidey, Kab. Bandung that stood since 2002. This SME has 200 farmers and markets its products to the region of West Java and Jakarta. There are two types of strawberries on SMEs, namely strawberries fresh and frozen strawberries. Frozen strawberries are fresh strawberries that have been through the process of freezing for 3 to 5 days.*

*Frozen strawberry production has increased, but sales decline. This is due to consumer complaints because of the length of frozen strawberries to get into the hands of consumers and the less effective the agent that helps the process of marketing. Target of frozen strawberries are factory or industries that will process frozen strawberries that can be consumed. This study aims to provide recommendations for improvement of business processes distribution channels to increase market share and sales. This process improvement conducted by using Model-Based and Integrated Process Improvement (MIPI). There are seven stages that exist in the MIPI method but, in this study only used to stage all five. Stages in the MIPI method used in this study is the identification of business needs, identification of existing business processes, modeling and menganalisis processes, redesign the proposed process, and the implementation of the proposed business process. Results from this study is the distribution of business processes more effective and efficient by eliminating the use of agents.*

*Keywords: Business Process, Model-Based and Integrated Process Improvement (MIPI), Distribution Channels, Agent*