



# From humble Indonesian coffee stall to annual revenue of \$100 million

## Description

From a local Indonesian coffee stall in 2017 to an international coffee brand worth over \$1 billion, Kopi Kenangan has made waves in the coffee industry. With more than 800 locations across Southeast Asia, the company generated over \$100 million in sales in 2023, marking a remarkable success story.

Edward Tirtanata, the founder, transitioned from being a student studying finance and accounting in the U.S. to an entrepreneur with a knack for business. Inspired by his parents, who were also entrepreneurs, Tirtanata ventured into the world of business at a young age.

Before founding Kopi Kenangan, Tirtanata opened a tea shop chain in Indonesia but realized the need for affordable coffee options in the market. This led to the birth of Kopi Kenangan in 2017, focusing on quality ingredients and a grab-and-go model that proved to be successful.

Despite a saturated coffee market, Kopi Kenangan stood out with its tech-enabled, hyperlocal approach, tailoring its offerings to suit different markets. With a data-driven strategy and a focus on integrating technology, the company thrived even during the pandemic, tripling its store count.

Currently operating in Indonesia, Malaysia, and Singapore, Tirtanata has global ambitions for Kopi Kenangan, aiming to list the business in the U.S. His journey from a local stall to an international brand showcases the potential for growth and innovation in the business world.

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## Vocabulary List:

1. **Transitioned** // (verb): Undergo a change from one state or condition to another.
2. **Entrepreneur** // (noun): A person who organizes and operates a business taking on financial risk.
3. **Vented** // (verb): Expressed or release of strong emotions.
4. **Innovation** // (noun): The introduction of something new or different.
5. **Tech-enabled** // (adjective): Having the capability to be integrated with technology.
6. **Hyperlocal** // (adjective): Focused on a very specific area or community typically a small geographical area.

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. What is the inner desire or drive to achieve success and fulfill one's potential called?  
Option: Presence  
Option: Ambition  
Option: Challenges  
Option: Therapy
2. What term is used to describe a risky or daring journey or undertaking?  
Option: Breakthrough  
Option: Ventured  
Option: Rallying  
Option: Venture
3. Which word means harmful poisonous or damaging?  
Option: Indispensable  
Option: Vacationing  
Option: Facade  
Option: Toxic
4. What term refers to the money or benefits received as payment for work or services rendered?  
Option: Innovation  
Option: Stigmas  
Option: Tech-enabled  
Option: Compensation
5. In medical terms what describes cancer that has spread from its original site to several distant areas of



the body?

- Option: Transitioned
- Option: Advanced
- Option: Extensive-Stage
- Option: Confirmatory

6. Which term is used to describe the action of unlawfully hunting or catching game or fish on someone else's property?

- Option: Ambition
- Option: Poaching
- Option: Hyperlocal
- Option: Entrepreneur

7. What term means coming together for a common purpose or to provide support or encouragement?

- Option: Underperformance
- Option: Rallying
- Option: Indispensable
- Option: Stigmas

8. What term refers to the introduction of new ideas methods or products in any field?

- Option: Tech-enabled
- Option: Indispensable
- Option: Innovation
- Option: Challenges

9. Who are the individuals or entities that own shares in a company?

- Option: Shareholders
- Option: Venture
- Option: Compensation
- Option: Therapy

10. Which term refers to an outward appearance that is maintained to conceal a less pleasant or credible reality?

- Option: Facing
- Option: Accommodation
- Option: Facade
- Option: Underperformance

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. Despite facing numerous obstacles she remained \_\_\_\_\_ in achieving her goals.

12. The new app focuses on providing users with \_\_\_\_\_ information relevant to their



immediate surroundings.

13. Starting a new business is always a risky \_\_\_\_\_ but also full of potential rewards.
14. Persistent \_\_\_\_\_ in the department led to a thorough review of processes and personnel.
15. Her journey from a small-town girl to a successful entrepreneur is truly \_\_\_\_\_.
16. The hotel provided excellent \_\_\_\_\_ for the guests during their stay.
17. Society's \_\_\_\_\_ surrounding mental health often prevent individuals from seeking help.
18. The company's growth \_\_\_\_\_ after implementing the new marketing strategy.
19. The tests \_\_\_\_\_ the initial diagnosis of the rare disease.
20. After the accident he underwent physical \_\_\_\_\_ to help with his recovery.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. Her in the meeting was a calming influence on the attendees.
22. The scientists celebrated the in cancer research that could save many lives.
23. The young founded a successful tech startup from his college dorm room.
24. The company invested in a solution to streamline its operations.
25. With unwavering focus and drive she remained to overcome all obstacles.
26. The team culture became due to constant internal conflicts and lack of trust.
27. The demand for the product following a viral marketing campaign.
28. Additional tests were done for purposes to validate the initial findings.
29. After years in the corporate world he to a more fulfilling career in social work.



30. Companies often face legal consequences for employee from competitors.

## Answer

**Multiple Choice:** 1. Ambition 2. Venture 3. Toxic 4. Compensation 5. Extensive-Stage 6. Poaching 7. Rallying 8. Innovation 9. Shareholders 10. Facade

**Gap-Fill:** 11. determined 12. hyperlocal 13. venture 14. underperformance 15. remarkable 16. accommodation 17. stigmas 18. accelerated 19. confirmed 20. therapy

**Matching sentence:** 1. presence 2. breakthrough 3. entrepreneur 4. tech-enabled 5. determined 6. toxic 7. accelerated 8. confirmatory 9. transitioned 10. poaching

## CATEGORY

1. Business - LEVEL5

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### Author

aimeeyoung99

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