

**MASTERINGSAP**

An SAPinsider Company

**Mastering SAP Collaborate**

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Crown Promenade, Melbourne

# Leading The Enterprise Digital Growth with Finance

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**#MasteringSAP #MasteringSAPCollaborate**





Indry Lestari

Vice President of  
Financial Controller,  
Kopi Kenangan Group



# HELLO, BEB!

On a mission to enhance the everyday coffee experience

# From Indonesia To the World



## Premium Quality

We are a specialty coffee company that takes good taste seriously

## Serving with heart

Our customer comes first, we serve them with heart

## Omnichannel

Seamless and effortless, high-quality customer experiences across online and offline channels

# Our Vision and Mission

## Vision

To create lasting memories with accessible happiness, starting with a cup of coffee.

## Mission

To be the leading tech-enabled coffee brand in SEA through empathy & sustainability by 2030







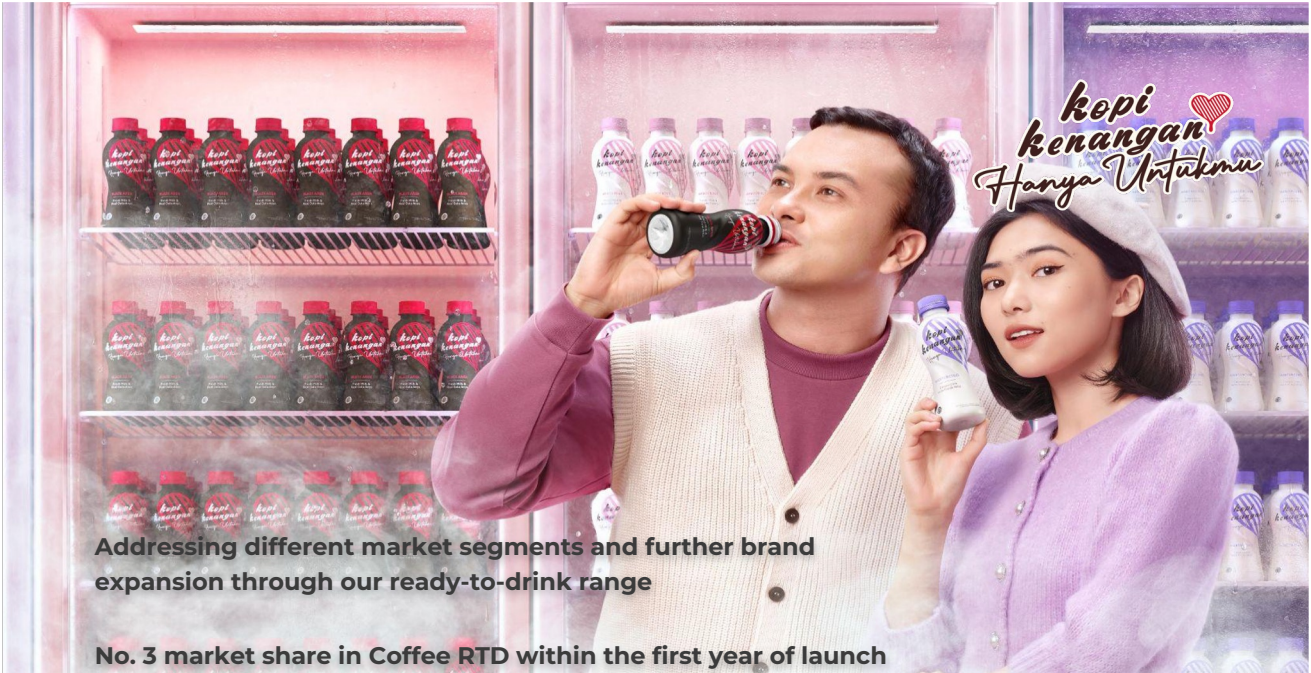
Our premium brand that offers new dining experience with Kenangan's beverage specialties and signature gourmet



chigo  
flip



Our premium brand that offers new dining experience with Kenangan's beverage specialties and signature gourmet



kepi  
kenangan  
Hanya Untukmu

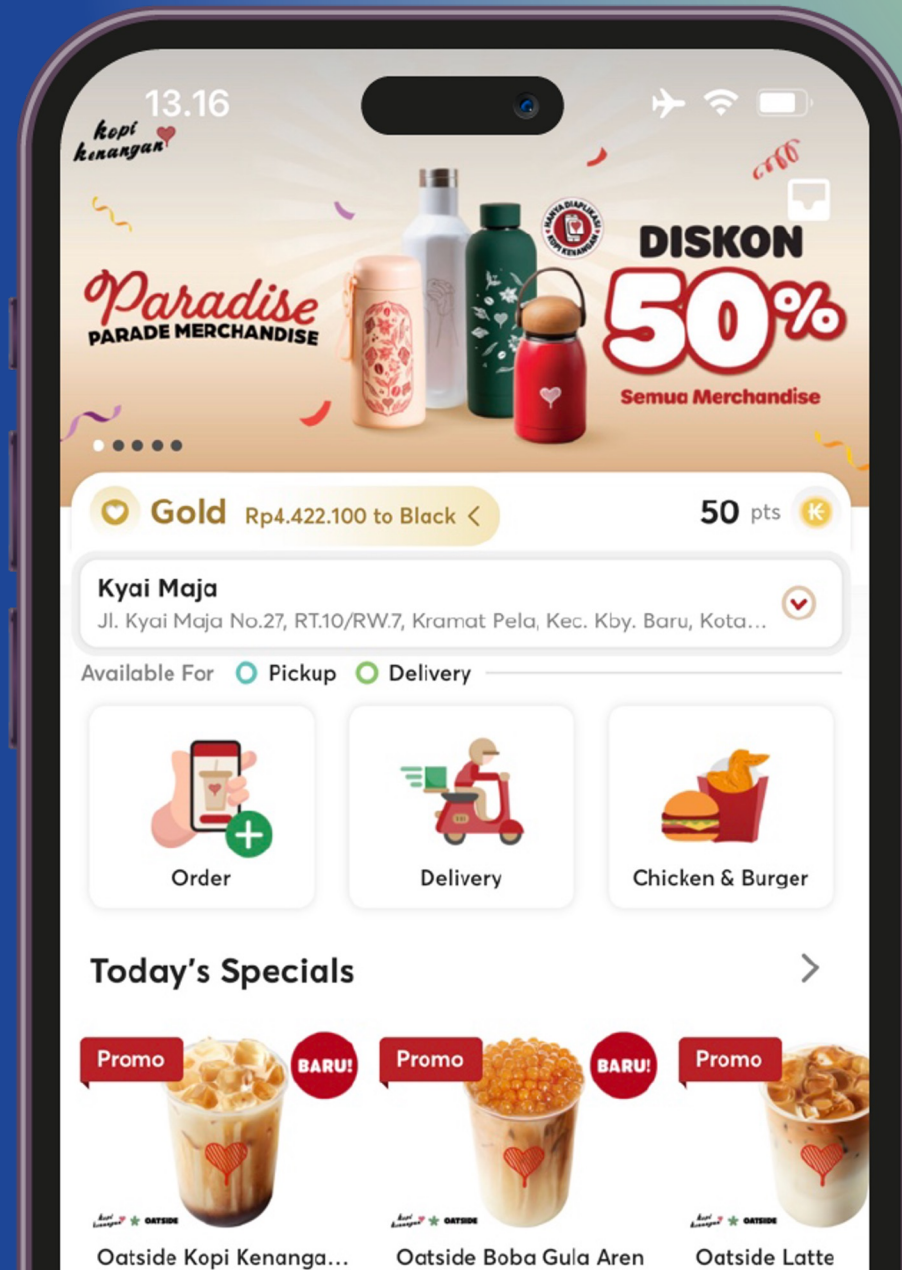
Addressing different market segments and further brand expansion through our ready-to-drink range

No. 3 market share in Coffee RTD within the first year of launch



# The first and leading New Retail F&B brand App in Southeast Asia

1 As at Oct'23; 2 Play Store 87,000 reviews & App Store 13,000 reviews. As of 1H'22



4.7 Mio

App users<sup>1</sup>

1.1 Mio  
Transaction

5-tier program to increase  
engagement & retention

4.9 ★

100,000 reviews<sup>2</sup>

kenangan





*Leveraging tech to enhance business and operational efficiency,  
accelerating customer flywheel*

**Targeted store expansion -**

data-driven analysis to address untapped market segments and locations

**Rapid growth and high scalability -**

enable us to serve high quality products at competitive prices

**Kenangan Points as traffic puller -**

attracting more app users

**Highly personalized app experience -**

increases In-App conversion rate

**Refined product development -**

refined and tailored to address prevailing customer preference or demand

**Data-driven marketing -**

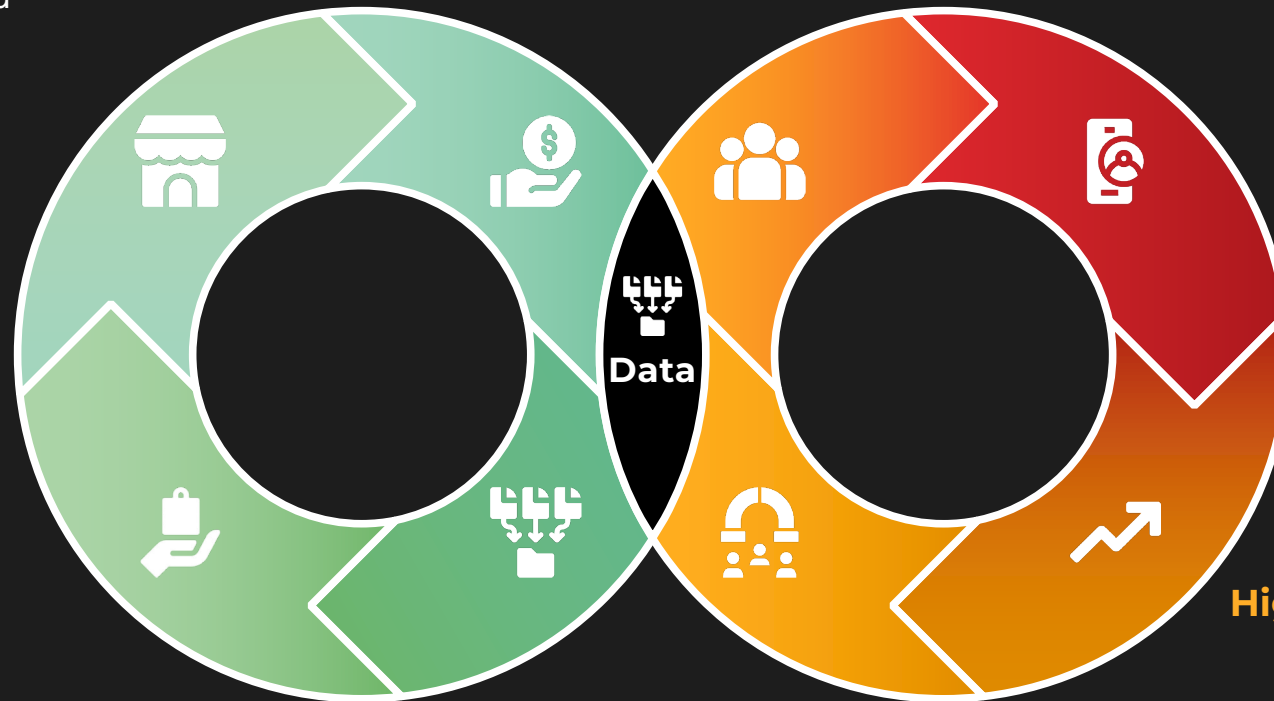
designed based on improved customer understanding

**More customers and engagement -**

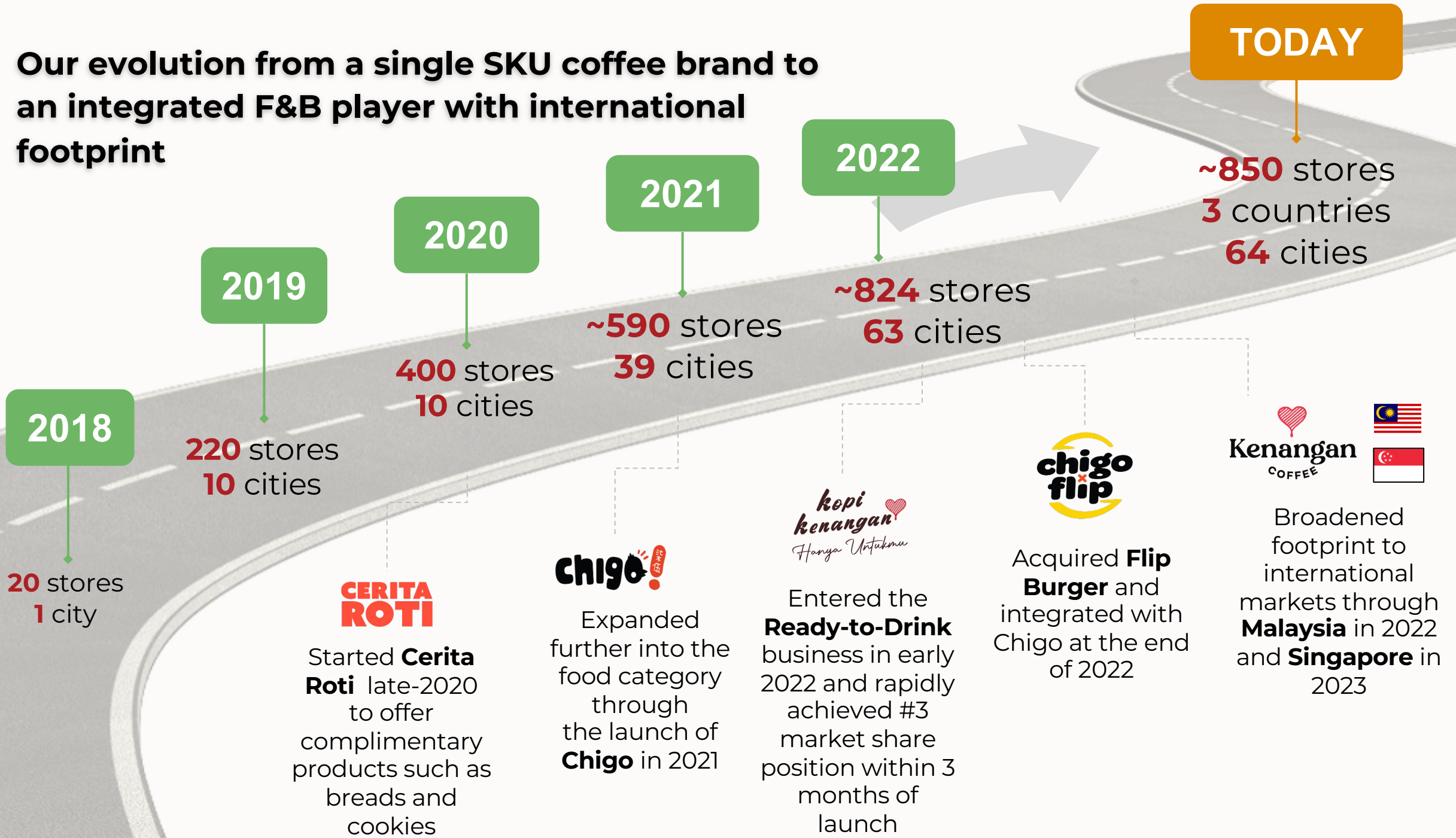
result in deeper understanding of our customers

**Higher AOV and Frequency -**

due to ease of ordering



# Our evolution from a single SKU coffee brand to an integrated F&B player with international footprint



# Driving Finance and Supply Chain Transformation



## Objectives:



Improve inventory control & monitoring, reduce potential stock shortage and loss

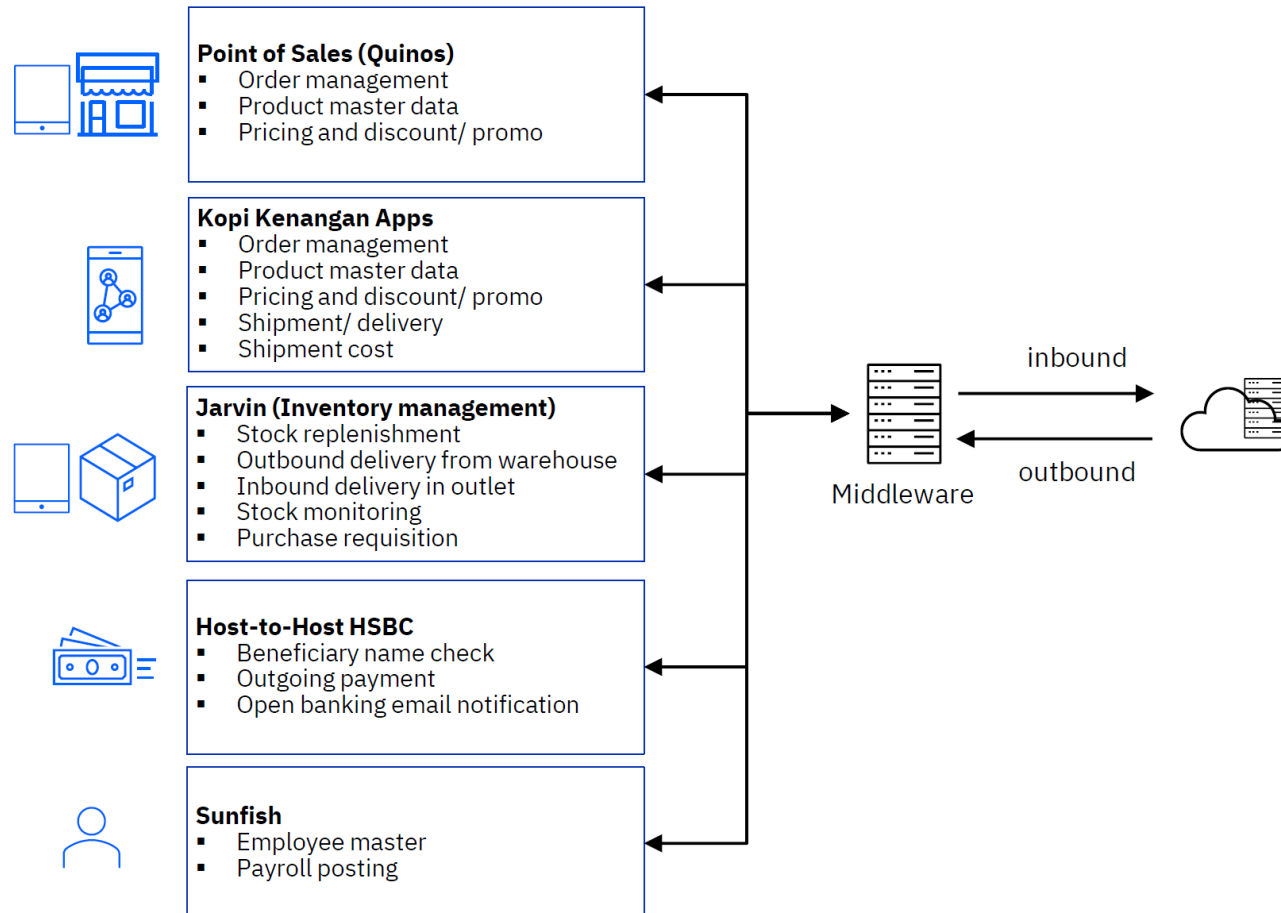


Timely Revenue or Sales recognition

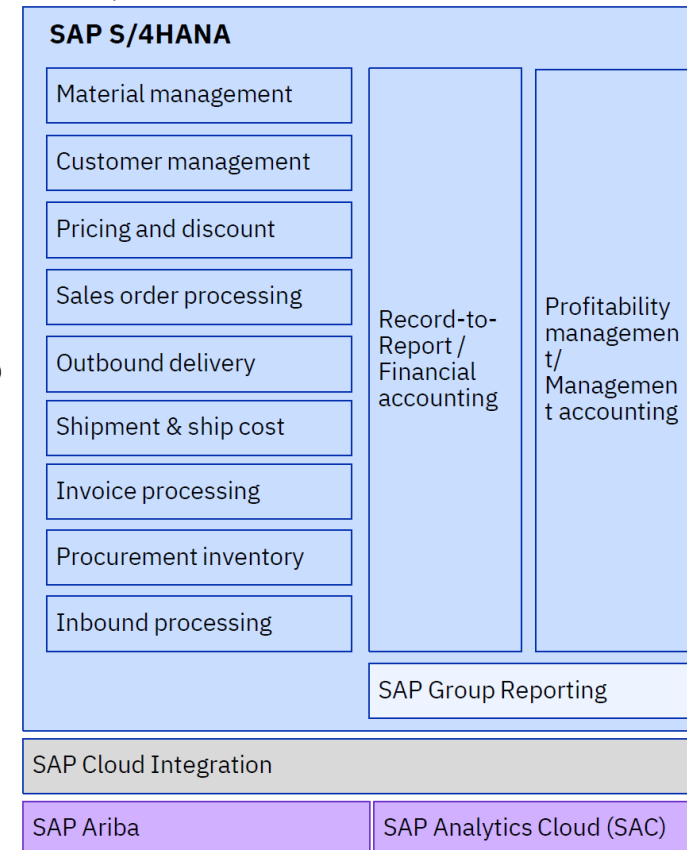


Integrated financial transaction to support monthly reporting both external and internal

# System Architecture and Integration with SAP S/4HANA



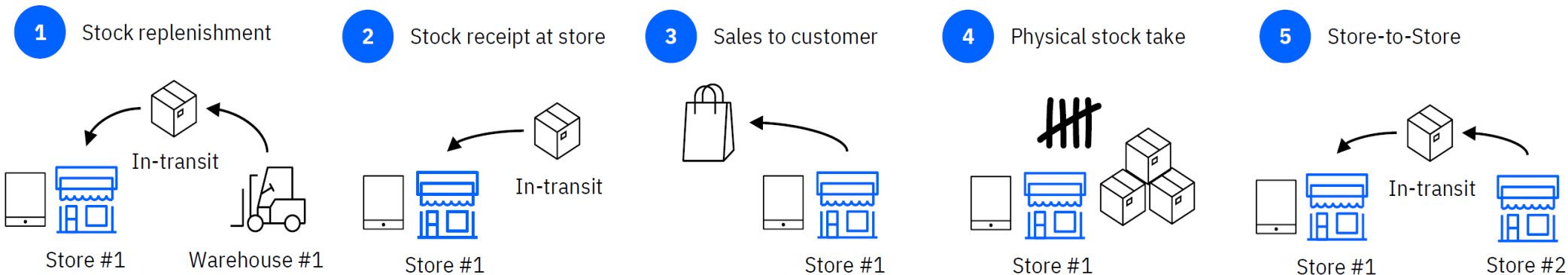
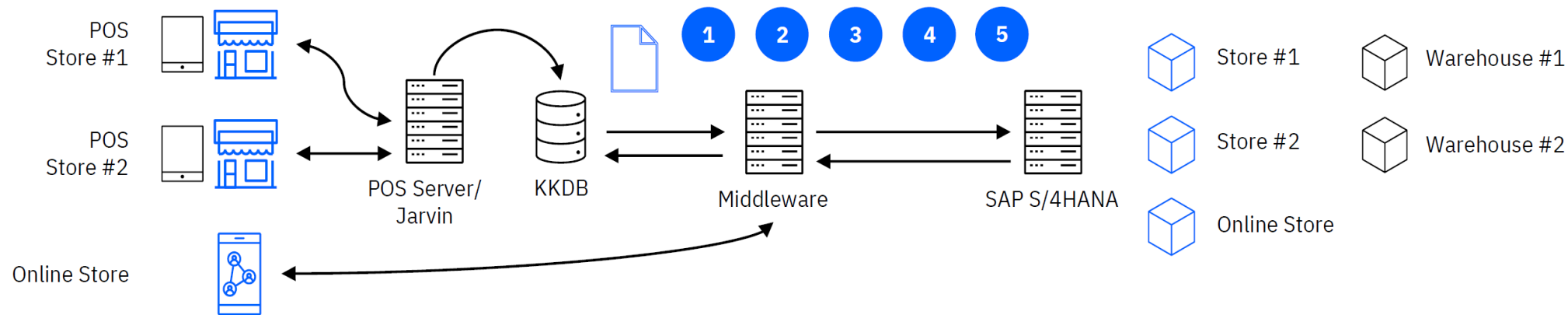
Transaction data from logistic is recorded in real-time manner to financial accounting and management accounting in SAP S/4HANA.



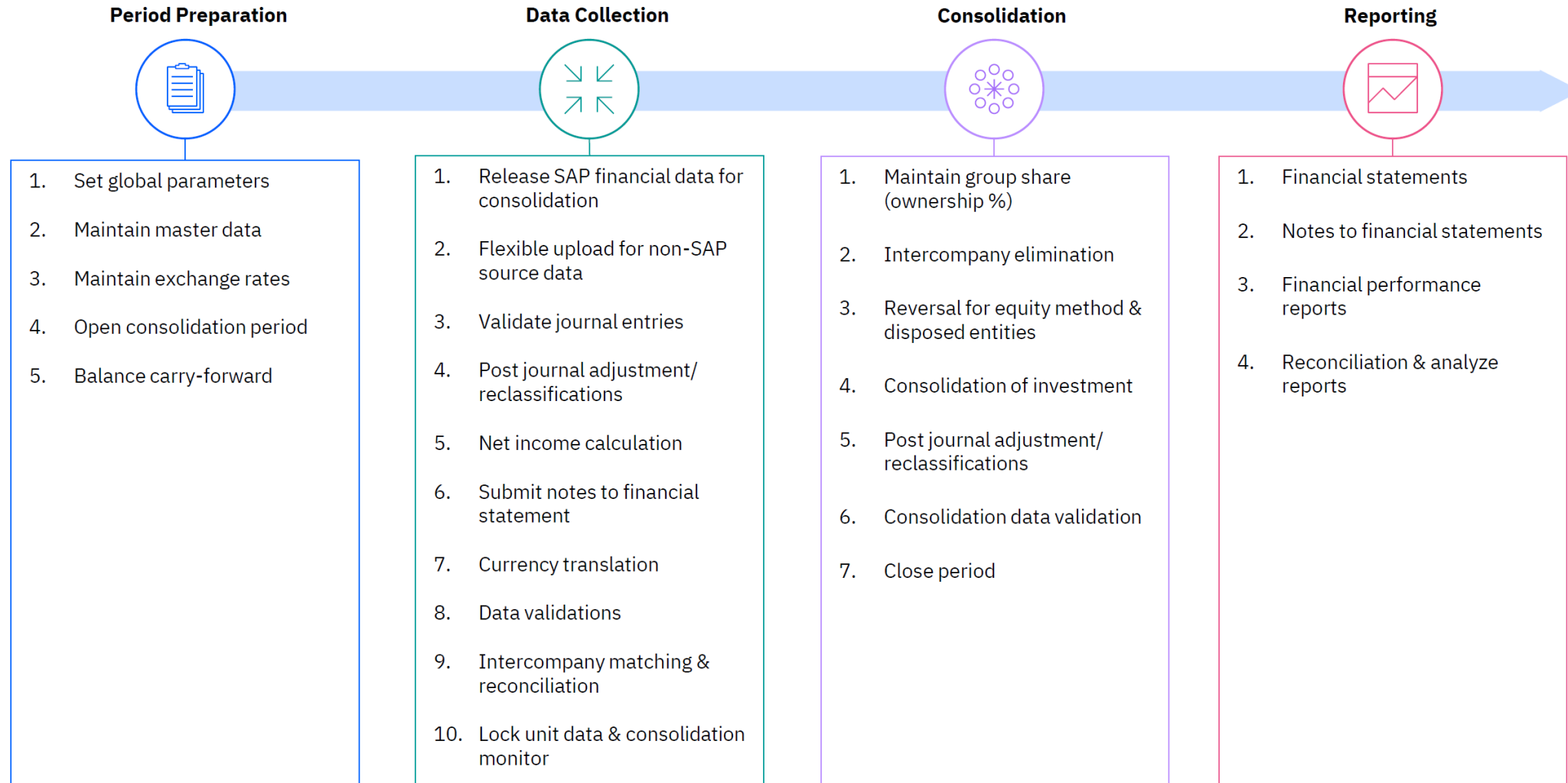


# System Architecture and Interface Between Store & Warehouse

Transaction data interface



# Group reporting consolidation process

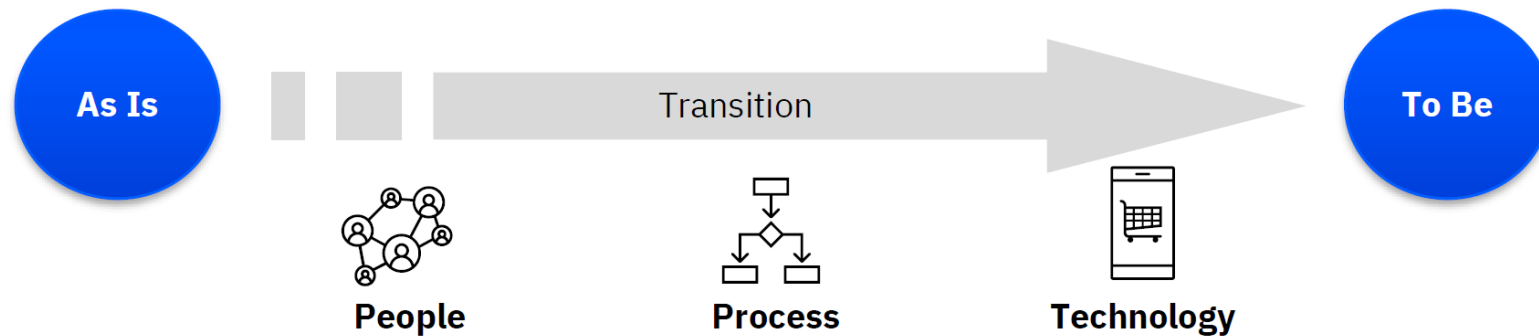


# Change

A '**change impact**' is a change from the current state that presents a **risk or significant impact** to a group of individuals in the way that they will operate in the future state

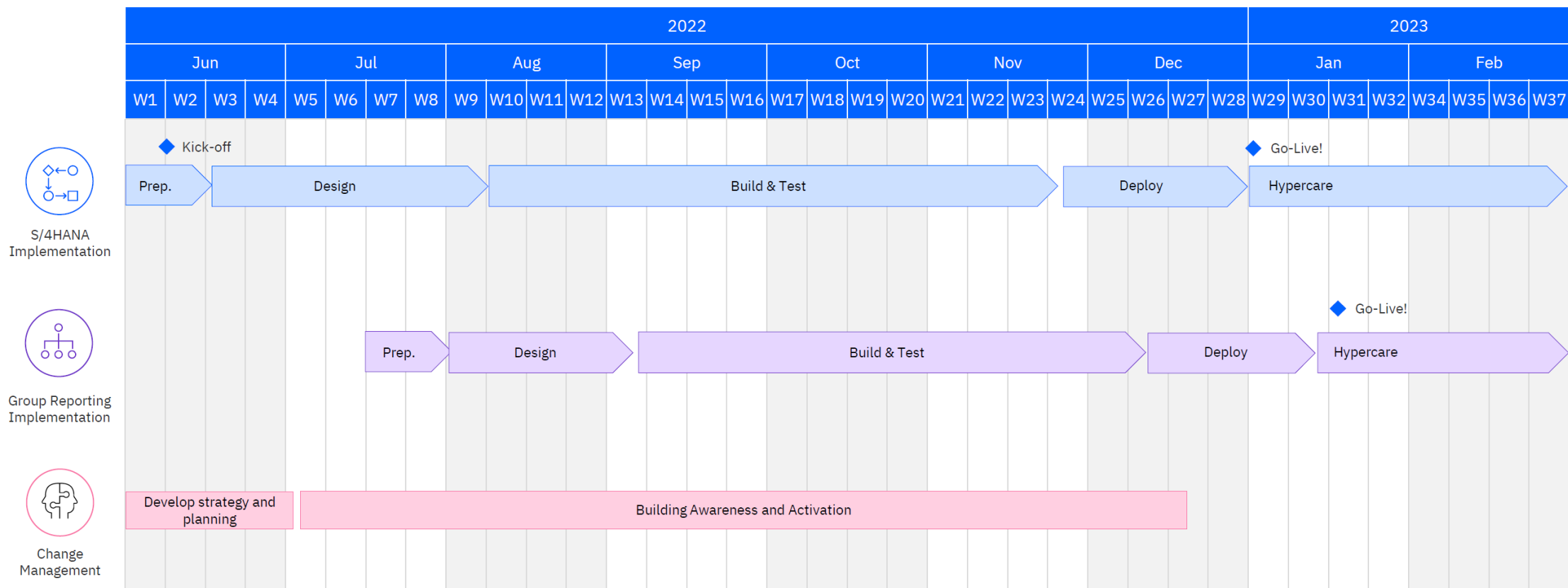
It is important to analyze change impacts in order to:

- Identify changes to **people, process and technology**
- Identify changes to **business roles or required skills**
- Help key stakeholders **understand the impacts of process changes**
- Plan activities needed to **mitigate risk and facilitate transition** from “as is” to “to be”



Change impacts require appropriate mitigation to drive the smooth and successful implementation of SAP

# Project MOVE – ON timeline





# Lessons Learned

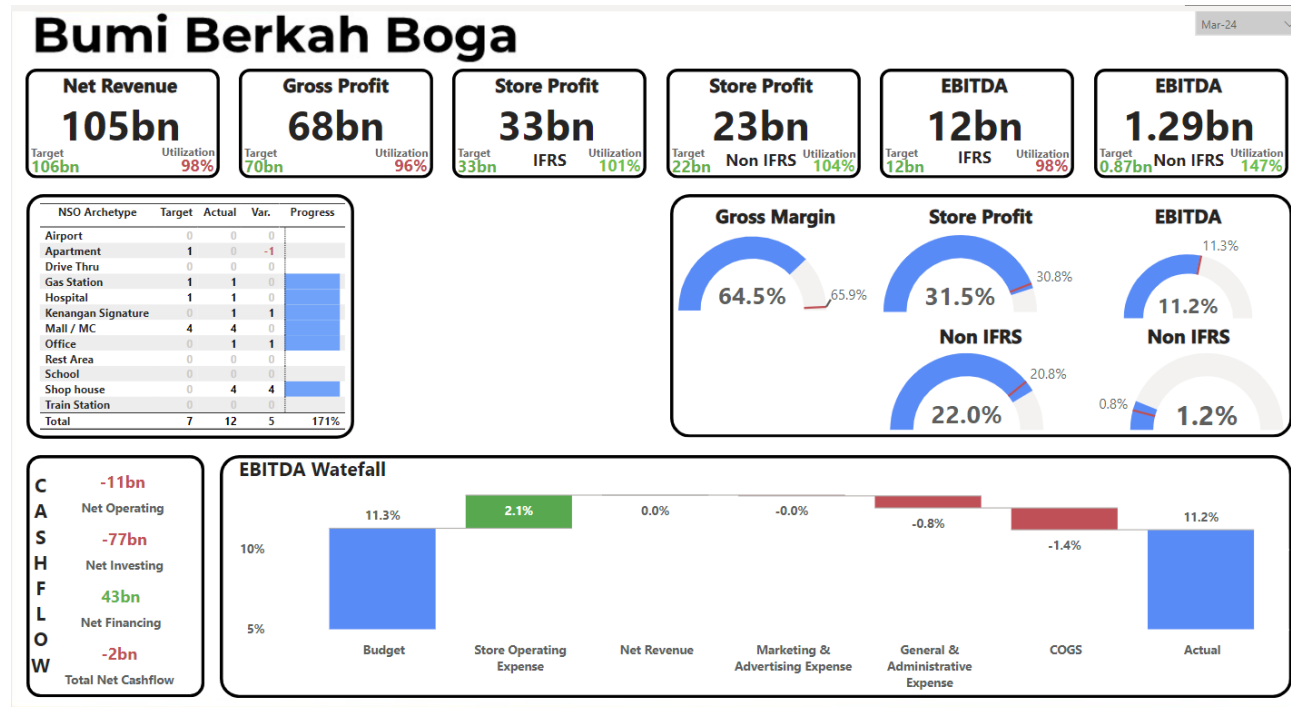
- Do's and Don't's
  - **Thorough Planning:** Ensure comprehensive planning before migration, considering the unique needs and complexities of the retail F&B sector. This includes inventory management, supply chain logistics, and customer engagement.
  - **Plan for data migration and integration challenges:** Proper planning and execution can help organizations avoid data-related issues during SAP implementation.
  - **Assess the potential impact of SAP architecture on data consumption.** For instance, we acknowledge the necessity of constructing a Ledger in SAP while considering all aspects and potential journeys to be undertaken by the Company. Hence, we have decided to create 4 ledgers (i.e., IFRS, US GAAP, Tax, and IFRS 73), however if we really understand the implication of design of ledger, may we limit only 2 Ledger to prevent excessive data usage.
  - **Customization Considerations:** Understand the need for customization within SAP to align with specific retail F&B requirements, such as managing perishable goods, batch tracking, and seasonal demand fluctuations.

# Outcomes

- **Improved Inventory Management:** With real-time visibility into inventory levels, ERP systems help F&B businesses like Kopi Kenangan optimize stock levels, reduce excess inventory, minimize stockouts, and improve overall inventory management.
- **Better Financial Management:** ERP systems provide comprehensive financial modules for managing accounts payable, accounts receivable, general ledger, and financial reporting. This helps F&B businesses like Kopi Kenangan track expenses, monitor cash flow, and generate accurate financial statements for informed decision-making.
- **Cost Savings:** While the initial investment in ERP implementation may be significant, the long-term benefits include cost savings from improved efficiency, reduced inventory carrying costs, minimized wastage, and optimized resource utilization, leading to a positive return on investment (ROI) over time.

# Transformation is a Journey – Future plans

- Automated Financial Analyst using the BI tools.
  - cost-savings & optimized cashflow by turning thousands of overlooked rows in the general ledger into tactical business decisions through an intuitive dashboard and monthly reports.



# How to Connect with Me

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