MODUL PEMBELAJARAN
PUSLIT KOPI & KAKAO

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PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS
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We can find some interesting spots in Coffee and Cocoa Science technopark:

- Wooden car used to go around the technopark
- Small-scale factory processing coffee beans and cocoa.
- Outlets and cafes used to sell plantation products both in packaging ready-to-serve products.

Coffee beans and cocoa produced in Renteng Plantation has been sold to foreign countries. The types of coffee beans that are grown are Robusta coffee and arabica coffee.

Meeting 1-3: COFFEE

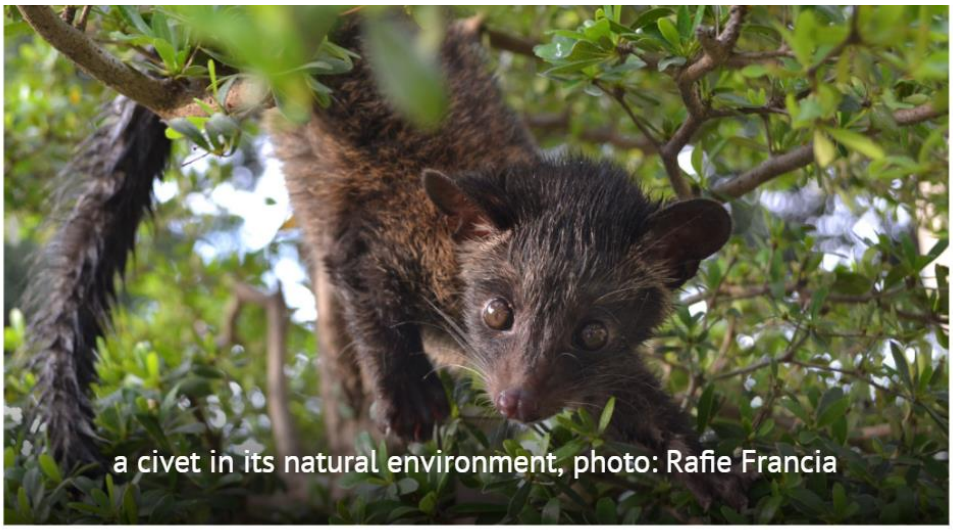
Kopi luwak, Robusta & Arabica: differences and specifications

"**LUWAK JAVA ARABICA COFFEE ANDUNGSARI**".

"**luwak**" is Indonesian name for civet, a nocturnal feline thanks to which we can get this special coffee .

How do we get kopi luwak?

Civet living in the jungles of Java, Sumatra and Sulawesi eats mainly fruits, including red coffee berries. It only chooses the best, the ripest coffee cherries. Fruit is digested by passing through the digestive tract, but the bean is predigested only by proteolytic enzymes. As a result, coffee loses its bitterness and and grinded short before sale.



a civet in its natural environment, photo: Rafie Francia

How to differentiate genuine kopi luwak from a fake one?

This is a difficult task even for an expert! Kopi luwak has very subtle flavour with hints of caramel or chocolate. Something that should make you think while buying it is certainly a too low price- production of copy Luwak is very limited and the demand is higher and higher, hence the high price. Buying it from us, you can be sure you purchase pure 100% kopi luwak and not

coffee that contains only a few percent of it. Our coffee is freshly roasted and grinded just before you buy it, so it doesn't lose its unique flavor and aroma. Of course you can also buy coffee beans or green, still unroasted coffee that can be stored for several years. We offer two kinds of kopi luwak – **arabica** and **robusta** from Sumbawa island. Choose your favourite one!

What is the difference between arabica and robusta?
Robusta beans contain two times more caffeine than arabica, making its flavour more expressive and a bit more bitter and sour. Robusta has about 2.7% caffeine, and arabica only 1.5%. Kopi luwak, whether robusta or arabica, has even less caffeine, making it **safe for** everybody, even for people with **high blood pressure** or **ulcers**.

Let's practice!

Tell us more about luwak coffee:

- What makes it different from other kind of coffee
- How to make it
- The price and why it is expensive
- The benefit of drinking luwak coffee

COFFEE PROCESSING

I. PROCESSING OF PRIMARY COFFEE PRODUCTS

1. PERFECT HARVEST

Ripe coffee is characterized by the change in color from green to red.

2. HEALTHY FRUIT SORTATION

Healthy coffee is a ripe fruit that is pithy, is not exposed to pests and diseases and is characterized by a smooth and fresh fruit skin appearance. Red coffee beans immediately processed further without delay.

3. SKIN PEELING

The fruits are mechanically peeled to separate the seeds [HS coffee beans] and the skin. HS coffee beans processed further as a beverage, while the skin of the fruit is a waste that can be used as raw materials of compost, animal food and biogas

4. FERMENTATION OF HS COFFEE BEANS

Fermentation is intended to decompose the remaining pulp on the skin surface of the beans. HS coffee beans are put into wooden crates 12 to 24 hours.

5. COFFEE BEANS WASHING

The fermented coffee beans are washed mechanically and rinsed with water until the beans' skin surface becomes sleek

6. MECHANICAL DRYING

HS coffee beans mechanically dried at a temperature of 50-55 ° C. The moisture content of the beans which was originally 55% down to 12% in 40 hours.

7. DRY BEANS PEELING

HS is mechanically peeled until the rice beans are produced. Beans' skin is a waste and can be used as compost material and animal food.

8. DRY BEANS SORTATION

Rice coffee beans are mechanically sorted to separate large seeds [size> 6.5 mm], medium size [5.5 mm <d <6.5mm] and small size [<5,5 mm]. Broken seeds and small seeds are separated on the bottom shelf.

9. PACKAGING AND STORAGE

Coffee beans on the basis of size are packed in labeled production burlap sack [@ 60 - 90 kg] and stored in a clean and well-ventilated warehouse. Piles of sacks are propped on wooden pallets and do not lean to the wall of the warehouse.

II. SECONDARY PRODUCTS PROCESSING [Roasted coffee beans and coffee powder]

1. COFFEE BEANS

Coffee beans are raw materials of a beverage so that quality aspects [physical, chemical, contamination and hygiene] should be closely monitored regarding to the flavors, consumer health, yield and production efficiency. From the aspect of flavor and aroma, brewing coffee will be very good if the coffee beans used have been processed properly.

2. ROASTING

The key to the coffee powder production is the roasting process. The roasting begins with water evaporation and is followed by a pyrolysis reaction. Chemically, this process is characterized by the evolution of large amounts of CO2 from roasting room. Physically, pyrolysis is characterized by a change in the color of the original green beans to brownish. The common roasting temperature range is between 195 and 205 °C.

3. ROASTING LEVEL

Roasting time varies from 7 to 30 minutes depending on the temperature and the desired level of roasting. The roasting temperature range is as follows,190 -195 °C for light roasting level [light brown], 200 - 205 °C for medium roasting level [dark brown] above 205 °C for dark roasting level [dark brown tends to be slightly black] .

4. MIXING

To obtain a distinctive flavor and aroma, coffee powder can be obtained from a mixture of various types of coffee [Arabica, Robusta, Exelsa etc.], processing type [dry, semi-wet, wet], and raw material origin [elevation, soil and agroclimate]. Mixing is done by hexagonal type rotary mixer.

5. SMOOTHING PROCESS OF ROASTED COFFE BEANS

The roasted coffee beans are smoothed with a grinder until the powder is grained with a certain smoothness. Powdered coffee beans have a very large surface area so that the flavoring compound and refreshing compound easily soluble when brewed into hot water.

6. PACKAGING

Roasted coffee beans or coffee powder are packed in aluminum foil and hot pressed packs. Freshness, aroma and flavor of roasted coffee or coffee powder will be well preserved on vacuum packaging so that the oxygen content in the packaging is minimal. To simplify marketing and distribution to consumers, packaging size and packaging forms are inserted and loaded in cardboard boxes. The cardboard pile is then stored in the warehouse with adequate sanitation, lighting and ventilation.

III. THE PROCESSING OF INSTANT COFFEE PRODUCTS

1. COFFEE POWDER

Roasted coffee powder is the raw material instant coffee. Coffee powder obtained from the refining process of roasted coffee beans. The particle size of the powder is set at the level of the medium [60 mesh sieve results].

2. SOLUTION PROCESS

Coffee powder extraction was performed in batches in a column with a water solvent circulation ratio of 1: 3.5 at a temperature of 80 ° C for 45 minutes. The remaining powder of the dissolved product is manually forged to extract the remaining coffee components. The extraction rendement range is between 30 - 32% [by weight]. The rest of the coffee powder is a waste to be processed into biogas.

3. CRISTALIZATION

The coffee extract is inserted into the crystallizer and added sugar by the proportion of 1/1. During the first 30 minutes, the coffee and sugar extract solution is heated at 100 ° C. After the solution approaches saturation, the temperature is lowered to 70 ° C for the next 20 minutes. In the last 10 minutes, the heat source is turned off. The saturated solution is then cooled with environmental air until a sugar-coffee crystal is formed.

4. REFINING

The sugar-coffee crystal is mechanically ground into refined powder.

5. MIXING

In addition to being served in its original form, instant coffee powder can also be mixed with instant creamer in certain proportions with a hexagonal type shear mixer.

6. PACKAGING

Instant coffee-cream powder is packaged in aluminum foil packaging @ 25 gr [as primary packaging].

7. LABELLING

To simplify marketing and distribution to consumers, sachets packaging is inserted into labeled paper packaging [as secondary packaging].

IV. THE PROCESSING OF LOW-CAFFEINE INSTANT COFFEE PRODUCTS

1. COFFEE BEANS

Coffee beans contain caffeine between 1.70 to 2.50%. Caffeine is a refreshing compound. For coffee-drinkers who are sensitive to these compounds, caffeine is thought to have an adverse effect on health. Therefore, the levels of caffeine in the seeds need to be lowered until it is safe for sensitive drinkers.

2. SOLUTION PROCESSING FROM COFFE BEANS

The extraction of caffeine from coffee beans is done in batches in a column with a water soluble ratio of 1/5 at 80 ° C for 5 to 7 hours depending on the caffeine content to be extracted.

3. ROASTING

Low-caffeine coffee beans is roasted with the same condition of temperature and time as well as roasting normal coffee beans.

4. REFINING ROASTED COFFEE BEANS

The low-caffeine roasted coffee beans are refined with the same tools for refining ordinary roasted beans. Low caffeine coffee powder can be directly served by it brewing with boiling water like a brewed coffee. However, the flavor and aroma are not as good and sharp as the original coffee beans. This is due to several compounds forming the flavor and aroma dissolved along with caffeine during the extraction process takes place. Low-caffeine coffee beans can also be processed into instant coffee.

5. SOLUTION PROCESSING FROM COFFE POWDER

The extraction of low-caffeine coffee powder was performed in batches in a column with a circulating water solvent ratio of 1 / 3.5 at a temperature of 80 ° C for 45 minutes. The range of the extraction rendement is between 27 - 29%.

6. CRISTALIZATION

Low-caffeine coffee extract is inserted into the crystalliser and added sugar in the proportion of 1/1. During the first 30 minutes, the coffee and sugar extract solution is heated at 100 ° C. After the solution approaches saturation, the temperature is lowered to 70 ° C for the next 20 minutes. In the last 10 minutes, the heat source is turned off. Saturated solution is cooled with environmental air until sugar-coffee crystal is formed.

7. REFINING

The low-caffeinne sugar-coffee crystal is mechanically ground into refined powder.

8. MIXING

In addition to being served in its original form, low-caffeine coffee powder is mixed with instant coffee milk cream in certain proportions with a hexagonal type rotary mixer.

9. PACKAGING

Low-caffeine coffee powder with instant cream is packaged in aluminum foil sachets @ 25 g [as the primary packaging].

10. LABELLING

To simplify marketing and distribution to consumers, sachets packaging is inserted into labeled paper packaging [as secondary packaging]..

V. THE PROCESSING OF INSTANT COFFEE GINGER PRODUCTS

1. GINGER ROOTS

Ginger roots are produced from ginger plants [Zingiber officinale] as commonly grown in gardens as herbs and medicines

2. WASHING

The harvested ginger roots are washed with water immediately after harvesting. Washing is done mechanically [batch] and rinsed several times with clean water.

3. SLICING

The clean ginger roots are sliced into a slab with a thickness of 3 to 4 mm. Slicing is done mechanically with a rotating knife, without adding water.

4. EXTRACTION

Ginger slices are forged with hydraulic pressing until the juice comes out completely. Every 10 kg of ginger root slices can obtain as much as 5 kg ginger extract. Ginger fibers are left in the fittings and rinsed with 10 liters of water. Fiber is processed into compost or biogas.

5. CRYSTALIZATION OF GINGER SOLUTION

Ginger extract is inserted into the crystallizer and added sugar by the proportion of 1/1. During the first 30 minutes, the solution of ginger extract and sugar was heated at 100 ° C. After the solution approaches saturation, the temperature is lowered to 70 ° C for the next 20 minutes. In the last 10 minutes, the heat source is turned off. Saturated solution is cooled with environmental air until sugar-ginger crystal is formed.

6. REFINING

The sugar-ginger crystal is mechanically ground into refined powder.

7. MIXING

Ginger coffee is produced by mixing the powdered ginger-sugar crystals and instant coffee powder in certain proportions with a hexagonal type rotary mixer.

8. PACKAGING

Instant ginger coffee powder is packed in aluminum foil packaging @ 25 gr [as primary packaging].

9. LABELLING

To simplify marketing and distribution to consumers, sachet packaging is inserted into labeled paper packaging [as secondary packaging].

VI. PROCESSING OF INSTANT COFFEE-GINSENG PRODUCT

1. GINSENG ROOT

Ginseng roots are produced from the Pfaffia paniculata plant, from the Amaranthaceae family, the Pfaffia genus, and the Paniculata species. This plant is grown as a garden plant. Unlike Korean ginseng plants, Pfaffia type roots can be harvested after 6 months.

2. WASHING

Umbi ginseng dicuci dengan air segera setelah panen. Pencucian dilakukan secara mekanik [batch] dan dibilas beberapa kali dengan air bersih.

3. SLICING

Umbi ginseng yang telah bersih diiris menjadi lempengan-lempengan dengan ketebalan 3 sampai 4 mm. Pengirisan dilakukan secara mekanik dengan pisau berputar, tanpa penambahan air.

4. EXTRACTION

Irisan ginseng dikempa dengan dengan alat kempa hidrolik sampai cairan [jus] ginseng keluar seluruhnya. Setiap 10 kg irisan umbi ginseng diperoleh ekstrak ginseng sebanyak 5 kg. Serat ginseng tertinggal dalam alat kempa dan dibilias dengan 10 liter air. Serat diolah menjadi kompos atau biogas.

5. CRYSTALIZATION OF GINSENG SOLUTION

Ginseng extract is inserted into the crystallizer and added sugar by the proportion of 1/1. During the first 30 minutes, the solution of ginseng extract and sugar was heated at 100 ° C. After the solution approaches saturation, the temperature is lowered to 70 ° C for the next 20 minutes. In the last 10 minutes, the heat source is turned off. Saturated solution is cooled with environmental air until sugar-ginseng crystal is formed.

6. REFINING

The sugar-ginseng crystal is mechanically ground into refined powder.

7. MIXING

Ginseng coffee is produced by mixing the powdered ginseng-sugar crystals and instant coffee powder in certain proportions with a hexagonal type rotary mixer.

8. PACKAGING

Instant ginseng coffee powder is packed in aluminum foil packaging @ 25 gr [as primary packaging].

9. LABELLING

To simplify marketing and distribution to consumers, sachet packaging is inserted into labeled paper packaging [as secondary packaging].

Let's Practice!

- How many types of coffe are produced by Puslit Kopi & Kakao?
- Explain in brief the process of making each product!
- What are the prices for each product?

MEETING 4-6: COCOA

Product Processing

I. PRIMARY PRODUCT PROCESSING [Cocoa Beans]

1. RIPE HARVESTING

Ripe cocoa is characterized by the change of color from green to yellow.

2. HEALTHY FRUIT SORTATION

Healthy fruit is a ripe fruit that is not exposed to pests and diseases, marked by the appearance of smooth and fresh skin fruit.

3. SPLITTING

Fruit is splitted with mechanical means to separate the cocoa beans with the skin of the fruit and placenta. The splitting machine has a capacity of 5,000 pieces / hour. Cocoa beans then further processed as ingredients for food, while the skin of the fruit goes as a waste that can be used as raw materials of compost, animal food and biogas.

4. SQUEEZING THE PULP

Cocoa beans are coated with white pulp. The pulp layer is mechanically reduced between 30-40% of the initial pulp weight to allow the fermentation to run more perfectly and to prevent the occurrence of acid flavor defects. The squeezer machine has a capacity of 1,000 tons of seeds / hour. Pulp is a waste that can be processed into nata de cocoa and cocoa juice.

5. COCOA BEANS FERMENTATION

Fermentation is intended to cultivate the flavor-forming compounds and the distinctive aroma of chocolate with the help of natural microbes. One crate has a capacity of 750 kg cocoa beans. The cocoa beans were put into a wooden crate for 2 days and then transferred to the lower level crate. Fermentation was continued again in the bottom crate for the next 2 days.

6. MECHANICAL DRAINAGE

The fermented cocoa beans are mechanically dried at 50-55 °C. The air composition of cocoa beans decreased from 55% to 7% in 40 hours. The source of reservoir energy is solar and wood obtained from the cacao tree protective crops. The fan is driven by electric motors or diesel motors with bio-diesel fuel.

7. DRY COCOA BEANS SORTATION

The dried cocoa beans are mechanically sorted to separate large beans [85 – 90 beans /100 gr sample], medium size [95 – 110 beans /100 gr samples] and small size [> 110 beans /100 gr sample] . Broken seeds and waste are separated on the bottom shelf. Sorting machines have a capacity of 1,000 kg / hour.

8. PACKAGING dan STORING

Cocoa beans are packaged based on their size in a burlap sack [@ 60 kg] and stored in a clean and well-ventilated warehouse. A pile of sacks [6 layers] is propped on a wooden pallet and not attached to the warehouse wall.

II. IN-BETWEEN PRODUCT PROCESSING [Pasta, Fat and Cocoa Cake]

1. COCOA BEANS

The fermented cocoa beans that meet the requirements of physical, chemical and hygiene quality in accordance with SNI 2323-2008 are used as raw materials for chocolate processing.

2. ROASTING

Roasting is the first stage of the production process of chocolate food and beverages that aims to establish a distinctive aroma and flavor of chocolate from cocoa beans. Roasting process is done at a temperature of 115 - 120 °C for 20 to 30 minutes.

3. SEPARATION

Roasted seeds are peeled to obtain the nib used as a chocolate ingredient. The shell is processed into animal food and compost.

4. PASTA MAKING

The grinding process broke the outer surface and makes fatty fluids out of the beans and turns the original solid beans into a thick liquid called cocoa paste.

5. FORGING

Cocoa paste is a mixture of liquid cocoa fat and non-fat particles that have a solid form. Both can be separated by a hydraulic fitting device inside a cylinder equipped with a sieve.

6. COCOA FAT

Liquid cocoa fat will break through the sieve and out of the cylinder wall. Cocoa fat has a characteristic which is plasticy, white-yellowish and has a distinctive aroma of chocolate.

7. BUNGKIL KAKAO

The residue is oilcake that is left in the cylinder. The oilcake is smoothed into refined powder which is the main ingredient of chocolate beverage, ice cream and dry chocolate cake.

III. THE PROCESSING OF CHOCOLATE PRODUCTS

1. INGREDIENTS

The raw ingredients of chocolate are pastas and cocoa butter, sugar and milk powder.

2. MIXING dan PRE-REFINING

Chocolate paste, fat, sugar and milk are mixed in the ball mixer to form the dough. To get a shiny and homogeneous appearance, the chocolate dough needs to be added a little lecithin. It also serves as an initial snap to shrink the size of the dough particles from 300 microns to 100 microns.

3. REFINING

The homogeneous dough is then refined with a horizontal cylindrical type refined instrument with a refining ball to produce a smoothness of dough with a particle size close to 20 microns.

4. TACKLING PROCESS

This process of tackling is carried out to evaporate residual water and off flavor-related compounds such as acidic flavor from the chocolate dough. The temperature of the tackle is set between 60 - 70 oC for 18 to 24 hours continuously depending on the type of food to be produced.

5. MOLDING

The ready-to-process chocolate dough goes through the process of conditioning to get the perfect printout. In the early stages, the dough passes the heater from a temperature of 33 ° C to 48 ° C for approximately 10-12 minutes. At this stage all the fat crystals in the dough are expected to melt. After that the liquid dough goes into the cooler so that the dough temperature drops slowly to 33 ° C for the formation of regular fat crystals. While poured into the mold, the dough temperature will continue to fall to 26 ° C. In the mold the dough temperature will rise again near room temperature.

6. DEMOLDING

The chocolate dough in the mold is put in the refrigerator at 20 oC for 30 minutes for the dough to freeze. Solid dough or chocolate candy is released from the mold by turning over the mold and the chocolate candy will be released.

7. BAR CHOCOLATE

Chocolates are wrapped in thin sheet of aluminum foil and packed with label paper [brand]. Chocolate that has been packaged should be stored for 30 days before sold so that the formation will be stable, hard and steady..

IV. THE PROCESSING OF CHOCOLATE POWDER

1. COCOA OILCAKE

Oilcake compression results generally have three levels; low fat [10-12%], medium [13-15%] and high fat [> 15% to 22%].

2. PRE- REFINING

Oilcake compression results is a hard solid mass for it needs to be grounded into small pieces of cake [3 to 5 mm in diameter] before it is refined further.

3. REFINING

Small pieces of oilcake are then grounded into refined powder.

4. SIEVING

The refined cocoa powder is sieved with a 120 mesh sieve to produce a relatively even size between 95 - 110 microns. Pure refined cocoa powder is the main ingredient of chocolate beverages, ice cream and dry chocolate cake.

5. MIXING

The refined cocoa powder can also be mixed with sugar and milk powder or creamers to obtain a mixture of 3 in 1 cocoa powder [mixed]. This product includes ready-to-serve types and can be brewed with lukewarm water or boiling water.

6. PENGEMASAN

Pure cocoa powder or 3 in 1 powder is packed with aluminum pouch [foil] @ 200 gr or sachet @ 25 gr [as primary packaging] and then put in labeled paper packaging [as secondary packaging].

MEETING 7: OTHER PRODUCTS

I. COCOA PULPS PROCESSING

1. COCOA BEANS

Cocoa beans are covered by white pulp. Cocoa pulp contains sugar compounds and can be used as ingredients for nata de cocoa. Nata de Coco is the first known name in the Philippines to refer to processed products made from coconut water.

2. SQUEEZING PULPS

The pulp layer is mechanically reduced between 30-40% of the original pulp weight or equivalent to 150 kg of pulp per 1 ton of wet cocoa beans.

3. SQUEEEZING RESULT

Pulp from the original white color will turn brown due to fermentation [browning process]. Therefore, the pulp should soon be processed into nata de cocoa and cocoa juice.

4. PULPS STERILIZATION

The brown color disappears after the pulp is diluted 20 times from its original volume and then filtered. The clear pulp solution is then boiled.

5. INOCULANT BREEDING and FERMENTATION

Acetobacter xylinum cultures can be obtained from several sources and widely sold in the market. The inoculation of the media was carried out in a sterilized pulp solution in a plastic tub at room temperature. The depth of the solution in the tub is set approximately 3 cm. the tub then closed using a paper. Fermentation is carried out for 8 to 12 days to obtain a layer of nata with a thickness of between 1.50 and 2 cm.

6. NATA SHEET CUTTING

The nata sheet was drained and sliced into 2 x 2 cm sized pieces. The pieces are then boiled. Once it's cold, the nata pieces are soaked for 3 nights with water to remove the sour taste. The soaking water is replaced with fresh water every day. After cleansing, nata is put in a sugar liquid with various colors and additional flavoring agents.

7. PACKAGING

Nata is packed in plastic or glass that has been sterilized with hot water at 800°C. The packing process should be done carefully so that the packaging cover is completely tight and no contamination occurs. For long-term storage, closed packs should be stored in a refrigerated room.

II. K2O CRYSTAL PROCESSING

1. COCOA PEEL

The fruit peel is a waste after the beans are taken. Approximately 70% of cocoa fruit is the peel. The content of K [potassium] compounds in wet cocoa is between 3.50 to 4.50%.

2. THE DRYING PROCESS

Drying is done to reduce the water content of the fruit peel from 55% to 20%. If the weather is light, drying the fruit peel lasts for 6 to 7 days.

3. COMBUSTION

Dried fruits are burned in the crystallizer stove until ash is obtained. Crystallizers become tools to produce K2O oxide compounds.

4. COCOA PEEL ASH

Each combustion of 100 kg fruit peel will obtain 10 kg ash. After water and volatile organic compounds are evaporated, the content of K2O in ash is approximately 18%.

5. SOLUTION PROCESS

Ash is dissolved with hot water and filtered to obtain ash extract containing approximately 18% K2O compounds.

6. EVAPORATION

The ash solution was introduced into the crystallizator and heated to a temperature of 100 ° C. The ash solution approaches saturation as the temperature increases to near 110 ° C. After that, the stove is turned off and the solution is cooled with environmental air to form potassium salt crystals. The fuel of this tool is the skin of dried fruit. The obtained ash is then dissolved in the next process.

7. POTASSIUM OXIDE CRYSTAL

Potassium oxide crystal is white and clean. Every 10 kg of cocoa peel will be produce approximately 550 gr of potassium oxide crystals. The content of potassium oxide in ash is approximately 87%. This compound is used as raw material for making soap and iodiesel.

III. PEMBUATAN SABUN DARI LEMAK KAKAO

1. INGREDIENTS

The main materials of soap are cocoa (especially non-edible) fats, coconut oil and K2O crystals.

2. SAPONIFICATION

The process is carried out on a stirred and refrigerated reactor. Cocoa fat or coconut oil that has been melted is inserted in the reactor and then added K2O crystals gradually while stirring. During this process, the solution becomes hot. For this purpose, the reactor needs to be cooled with water through its wall [jacket].

3. FORMING SOAP

The stirring process is stopped when the soap solution has started to coagulate. The addition of deodorizer, dye and other materials is done while stirring before the thickening phase occurs.

4. MOLDING

The soap solution is poured in a mold and then stored for one to two days in the mold to keep the soap frozen and hard. Solid soap is removed by inverting the mold.

5. PACKAGING AND STORING

Solid soap packed in thin plastic sheet or paper. The packaged soap is stored for 3 weeks before use or sold for the stabilization of its pH value.

IV. COCONUT OIL PROCESSING.

1. RIPE HARVEST

The ripe coconut fruit is characterized by the change of the color from green to brownish.

2. COCONUT FIBRE PEELING AND FRUIT BREAKING

Coconut fruit is peeled manually and broken down to get the fruit flesh. Coconut water is used as raw material of nata along with cocoa beans pulp.

3. COCONUT FLESH DRYING

The coconut flesh is mechanically dried with a machine normally used for drying cocoa beans or coffee beans. The fuel source is coconut shell.

4. COPRA

Copra is the result of drying coconut flesh that will be processed into coconut oil. Copra water content is approximately 6%.

5. COPRA PRESSING

The extraction of coconut oil from copra is done by an expeller. The pressing result is crude oil [CCO, Crude Coconut Oil]. After filtration, this oil can be used as a biodiesel feedstock or burned directly in a vegetable stove. The residue of pressing is used as animal feed.

6. PURIFICATION dan PACKAGING

Crude oil can be processed into cooking oil after passing through the process of filtration, purification and neutralization.

V. BROWN SUGAR CRYSTAL PROCESSING

1. HARVESTING NIRA

Tapping is generally done 2 times / day. Nira from each coconut flower can be harvested for ± 40 days. The nira flow varies from 2 to 3 liters / tree / day and is accommodated in a bamboo which has been added CaO so that the pH is maintained at neutral conditions.

2. COLLECTING NIRA

The result of nira from each tree is inserted while filtered into plastic jerry can [20 L]. The jerry can is brought to the factory immediately. Nira should be processed no more than 3 hours from the time of harvest.

3. CRYSTALIZATION

Clean Nira then put in an evaporation pan. The evaporation process is set at a temperature between 100 - 110 °C while stirring is carried out. Blobs of sugar crystals are formed after 45 minutes of heating time. Heating energy is obtained from burning coconut shells.

4. REFINING SUGAR CRYSTAL

Coarse sugar crystal is then mechanically grilled to obtain a finer size of sugar powder.

5. SIEVING

Sugar crystal is sieved using a size of 10, 15 and 20 Mesh.

6. MECHANICAL DRYING

Although the water content of brown sugar crystal in SNI is 8%, some consumers request the water content to be lower as 3%. Then the refined brown sugar crystal needs to be dried further in the oven at 60 °C for several hours.

7. PACKAGING AND STORING

Brown sugar crystal is packed with polypropylene or polyethylene plastic packaging and sealed tightly with a heat-packing apparatus.

VI. BROWN SUGAR PROCESSING

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4. MOLDING

Nira that has been thickened is poured in the mold. We commonly used wooden or aluminum pipe materials. The mold is first cleaned with lime water and soaked in clean water to facilitate the release of solid sugar with the mold. When pouring the sap, the mold is vibrated to obtain a solid sugar [not porous].

5. BROWN SUGAR

Once cool, the brown sugar solid can be removed from the mold. Brown sugar will have a shape following the mold.

6. PACKAGING AND STORING

Brown sugar is packed with polypropylene or polyethylene plastic packaging and sealed tightly with a hot pack. Brown sugar that has been packed tightly stored in room with temperature 20 o C with RH 50 - 60%. In this condition brown sugar can last up to two years without undergoing biological, chemical and physical changes.

Let's Practice!

- Mention some products other than coffee and cocoa that are also produced in Puslit Kopi & Kakao!
- Explain the products briefly and also tell us about the processing and the price!

BUSINESS CONVERSATION PRACTICE

1. BUSINESS INTRODUCTIONS

Begin the meeting with introductions with special attention paid to newcomers.

Meeting Chairman: If we are all here, let's get started. First of all, I'd like you to please join me in welcoming Jack Peterson, our Southwest Area Sales Vice President.

Jack Peterson: Thank you for having me, I'm looking forward to today's meeting.

Meeting Chairman: I'd also like to introduce Margaret Simmons who recently joined our team.

Margaret Simmons: May I also introduce my assistant, Bob Hamp.

Meeting Chairman: Welcome Bob. I'm afraid our national sales director, Anne Trusting, can't be with us today. She is in Kobe at the moment, developing our Far East sales force.

Reviewing Past Business

It's a good idea to review past business shortly before moving on to the main topic of discussion.

Meeting Chairman: Let's get started. We're here today to discuss ways of improving sales in rural market areas. First, let's go over the report from the last meeting which was held on June 24th. Right, Tom, over to you.

Tom Robbins : Thank you Mark. Let me just summarize the main points of the last meeting. We began the meeting by approving the changes in our sales reporting system discussed on May 30th. After briefly revising the changes that will take place, we moved on to a brainstorming session concerning after customer support improvements. You'll find a copy of the main ideas developed and discussed in these sessions in the photocopies in front of you. The meeting was declared closed at 11.30.

Beginning the Meeting

Make sure that everyone has an agenda of the meeting and stick to it. Refer to the agenda from time to time during the meeting to keep the discussion on track.

Meeting Chairman: Thank you Tom. So, if there is nothing else we need to discuss, let's move on to today's agenda. Have you all received a copy of today's agenda? If you don't mind, I'd like to skip item 1 and move on to item 2: Sales improvement in rural market areas. Jack has kindly agreed to give us a report on this matter. Jack?

Discussing Items

Discuss items on the agenda making sure to paraphrase and clarify as you move through the meeting.

Jack Peterson **:** Before I begin the report, I'd like to get some ideas from you all. How do you feel about rural sales in your sales districts? I suggest we go round the table first to get all of your input.

John Ruting **:** In my opinion, we have been focusing too much on urban customers and their needs. The way I see things, we need to return to our rural base by developing an advertising campaign to focus on their particular needs.

Alice Linnes **:** I'm afraid I can't agree with you. I think rural customers want to feel as important as our customers living in cities. I suggest we give our rural sales teams more help with advanced customer information reporting.

Donald Peters **:** Excuse me, I didn't catch that. Could you repeat that, please?

Alice Linnes **:** I just stated that we need to give our rural sales teams better customer information reporting.

John Ruting **:** I don't quite follow you. What exactly do you mean?

Alice Linnes **:** Well, we provide our city sales staff with database information on all of our larger clients. We should be providing the same sort of knowledge on our rural customers to our sales staff there.

Jack Peterson **:** Would you like to add anything, Jennifer?

Jennifer Miles **:** I must admit I never thought about rural sales that way before. I have to agree with Alice.

Jack Peterson **:** Well, let me begin with this Power Point presentation (Jack presents his report). As you can see, we are developing new methods to reach out to our rural customers.

John Ruting **:** I suggest we break up into groups and discuss the ideas we've seen presented.

Finishing the Meeting

Close the meeting by summarizing what's been discussed and scheduling the next meeting.

Meeting Chairman: Unfortunately, we're running short of time. We'll have to leave that to another time.

Jack Peterson: Before we close, let me just summarize the main points:

- Rural customers need special help to feel more valued.
- Our sales teams need more accurate information on our customers.
- A survey will be completed to collect data on spending habits in these areas.
- The results of this survey will be delivered to our sales teams
- We are considering specific data mining procedures to help deepen our understanding.

Meeting Chairman: Thank you very much Jack. Right, it looks as though we've covered the main items is there any other business?

Donald Peters: Can we fix the next meeting, please?

Meeting Chairman: Good idea Donald. How does Friday in two weeks time sound to everyone? Let's meet at the same time, 9 o'clock. Is that OK for everyone? Excellent, I'd like to thank Jack for coming to our meeting today. The meeting is closed.

- ***Vocabulary:***

  Approving : mengakui; menyetujui

  Concerning : berkenaan dengan; mengenai

  Received : menerima; mendapat

  Rural : pedesaan

  Paraphrase : uraian

  Stated : menyatakan

  Quite : sungguh

2. First Business Meeting

Boss: Thank you all for coming today. First of all, I would like you all to meet Mr. Mark Johnson. He is our new salesperson with the company.

Susan: I think Mark has met everyone, oh, except for Ann.

Ann: Hello, Mark. I am Ann Nice to meet you. I am a salesperson, too.

Mark: It's nice to meet you, Ann Maybe you can help to teach me about my new job.

Ann: Sure. We can be a team. You help me, I'll help you.

Boss: That sounds good to me, too. Now let's talk about business. Linda, will you please take notes of our meeting for us?

Linda: Sure, I have my pen and paper ready.

Boss: Great. Please read the notes of our last meeting for us.

Linda: Okay. First, we talked about the budget for next year.

Susan: I will budget is getting smaller every year.

Linda: Second, we talked about the new products we are going to selling.

Mark: She means the new products you and I will be selling.

Linda: O.K. Third, we talked about the profits that we had last month. And fourth, we talked about the bills we had to pay.

Boss: We always have more bills than profits.

Linda: Finally, we talked about raising the cost of our new products.

Susan: I'm afraid our customers will think our product is too expensive.

Linda: Why is everyone whispering?

Boss: Sorry, Linda. O.K. We have a few things to talk about today. Susan, would you like to give your report.

Susan: Yes, thank you. I have a sales graph I would like to show everyone. This shows how well we are selling our products this year.

Susan: This line is the sales of our products. And this line is the sales of our competitors' products.

Ann: So if that line goes up, am I doing a good job?

Susan: Exactly.

Ann: O.K. And if that line goes up, does my salary go up?

Susan: Good question, Ann. We'll talk about that after the meeting.

Mark: Susan, do we have many competitors?

Susan: No, not really but enough to keep us busy. Anyway, good job, Ann. I'm sure you and Mark will do even better next month!

Boss: Thank you, Susan. very good. Tom, do you have anything to tell everyone.

Tom: Yes. Don't forget, if you want me to buy something for your office, the deadline is tomorrow.

Susan: Oh!! I need a new typewriter. Mine is broken.

Tom: O.K. No problem. If anyone wants me to buy something, tell me before the deadline.

Boss: O.K. Is that everything? O.K. I think that's all. You can go now.

Susan: Oh, wait!! Mark has a presentation he would like to give about his new job.

Mark: Oh, yeah, O.K.

- ***Vocabulary:***

  Budget : anggaran belanja

  Profit : keuntungan

  Raise : menaikkan

  Whisper : membisikkan

  Graph : grafik

  Salary : gaji

  Competitor : saingan

  Deadline : memenuhi batas waktu

  Typewriter : mesin tik

3. Meeting for a Launching Event

President Director : Morning, today we held a meeting to talk about our latest product launch event is the Toyota Avalon.

Marketing Manager : Of course we should hold a big launch party for our newest production of the famous car in the market, and so many are interested in buying.

Sales Manager : The car we have equal privileges with luxury cars, that cost could be two times more expensive. Not only has a very powerful performance, but also very quiet cabin, as well as very easy and comfortable when driving. So that people will be interested in this car.

President Director : Our market share for this car is the middle and upper segments. Since the price that we offer starting from Rp. 450 000 000, -

Marketing Manager : Better for consumers who buy this car at the time of launching, we give 20% discount. And we offer attractive merchandise.

Sales Manager : Where we will be holding it launching? We need a large room and a strategic location.

President Director : I think we could have it at Jakarta International Expo (PRJ). The place was always crowded with people and we must utilize in the launch festivities PRJ our new car this time.

Marketing Manager : when the exact date for launching such we hold?

Sales Manager : I propose the end of June due to be launched as soon as we entered it.

President Director : My suggestion, what if the weekend the first week in July? so that all can be well prepared.

Marketing Manager : I agree with President Director. Any events to be held to support the activities of our latest product launch?

Sales Manager : I have an idea, why do not we invent entertainment events?

Marketing Manager : Entertainment events such as what will we invent?

President Director : We'll bring in guest stars to enliven the event as well as icons for launching our latest cars.

Sales Manager : Is there any input on who the artist who fits into this car icon? This must be a car icon that elegantly in accordance with this car.

Marketing Manager : What if we hook Agnes to become an icon? He will also appear to enliven the event by donating his voice.

President Director : We must invite businessmen and journalists to this event for this car can be covered and published in the media.

Sales Manager : Well, by the way how we are targeting sales of new cars in the first month? With the launching of our big event, the public will be interested in our car and I'm targeting 100 units of cars in the first month

Marketing Manager : My target of 150 units we can achieve.

President Director : I agree with Ismi, we are targeting 150 units of cars.
We must work hard to be the first month of sales in one day can exceed the target.
Well, I guess our meeting today was.

Marketing Manager : Bye, good luck for our launching event.

- ***Vocabulary:***

Privilege: hak istimewa	Attractive: menarik
Luxury: mewah	Crowded: sesak, ramai
Utilize: menggunakan	Accordance : memenuhi; sesuai dengan
Comfortable: nyaman	Exact : tepat
Interested: tertarik	Propose: mengusulkan
Offer: menawarkan	Invent: menciptakan
Enliven : memeriahkan	Exceed : melebihi; melampaui

4. Deliveries and Suppliers

Susan: Doug, can I talk with you for a moment?

Doug: What can I do for you Susan?

Susan: I'm concerned about the delays we're experiencing with some of our suppliers.

Doug: We're doing everything to get back on schedule.

Susan: Could you give me an approximate timeline?

Doug: A number of deliveries are arriving tomorrow. Unfortunately, this time of year is often troublesome.

Susan: That's not good. We can't make excuses to our clients. Are all shipments affected?

Doug: No, but it is summer and some companies are cutting back until September.

Susan: Where are most of our suppliers located?

Doug: Well, most of them are in China, but there are a few in California.

Susan: How does that affect deliveries?

Doug: Well, there are weather delays and shipment delays due to reduced production. Sometimes, larger packages are delayed because of a bottleneck at the distribution point.

Susan: Is there any way around these delays?

Doug: Well, we often work with delivery services such as UPS, Fed ex or DHL for our most urgent shipping. They guarantee door-to-door deliveries within 48 hours.

Susan: Are they expensive?

Doug: Yes, they're very expensive at that cuts into our bottom line.

- ***Vocabulary :***

  Delay : menunda

  Approximate : mengira-ngirakan

  Troublesome : menyusahkan

  Excuses : alasan; memaafkan

  Shipments : kiriman

  Affected : pura-pura

  Reduced :mengurangi

5. **BUSINESS CONVERSATION AT A RESTAURANT**

David is meeting Annabel for lunch at the Shanghai Garden restaurant both of them have been out meeting clients and have decided to meet for lunch to discuss the prospects of selling the products of their company.

David : (Who has arrived earlier) Hello, Annabel. I am glad you were able to come. Did you get my message?

Annabel: Hello, David. I'm sorry I'm a bit late. I got your message about meeting you for lunch just as I was leaving for my appointment with some builders. I couldn't get away any earlier.

David : Don't worry. I haven't been waiting long. Where would you like to sit? Shall we sit in that corner?

Annabel: Yes, let's sit over there it will be quieter.

David: How was your day?

Annabel : Quite successful. But very tiring. People are interested in our products but are hesitant to switch over to something new.

David: Before me get involved in a deep discussion lets order something to eat. (Calling to the waiter)

Waiter: (Placing menu cards in front of both of them). Good afternoon. What would you like to order?

David: Annabel, What would you like to eat? A soup to begin with?

Annabel : No, thank you. I don't think I'll have soup. I've never been here before, so I don't know what their specialties are.

David: (Reading the menu) would you like to try curry?

Annabel: Let me see. Waiter, are the prawns fresh?

Waiter: Yes, madam absolutely fresh. Why don't you try some fried prawns with Chinese fried rice?

David: That is a good suggestion. Let's have a Chinese meal.

Annabel: All right, you order, David.

David: Right. Let's have a plate of chicken fried rice, sweet and sour prawns and an American chop suey. Annabel, would you like mushrooms or bamboo shoots?

Annabel: No, thank you. What you've ordered is more than enough.

David : What about something to drink? An orange juice or coca cola or……..

Annabel : I'd love to have an orange juice.

David : That's good. Waiter, an orange juice for the lady. And a fresh lime juice for me. And please serve us quickly. We haven't much time.

Waiter : Right Sir. It won't be long.
(Writing down the order).

David: You were about to make a suggestion about our marketing policy.

Annabel: I was wondering whether we couldn't recommend a cut in the price of our product. As it is, the profit margin is very small. And the overhead costs of introducing a new product are already very high.

Annabel: But we could increase the price once we have established ourselves in the market.
The waiter arrives with the orange juice.

Waiter : Here you are Sir. An orange juice for the lady and a fresh lime for you sir.

David : Thank you. Please hurry up with the lunch order.

Waiter : In a moment sir. What will you have for dessert?

David: (Looking at the menu again). Annabel, what would you like? An ice cream, a soufflé or a fruit custard?

Annabel: Nothing at all. Thanks.

David: (Closing the menu-card and handing it back to the waiter). No dessert, thank you.

Waiter: What about coffee?

David : Will you have coffee after lunch, Annabel?

Annabel: Yes, Please. I'll have coffee.

Waiter: With cream or milk?

Annabel : Black please.

Waiter: And for you, sir?

David: Oh! I'll have coffee with milk but please. Be quick about it.
The waiter hurries away.

David: I'm not sure how well it would go down psychologically if we cut on prices. It might give people the impression that ours is an inferior product.

Annabel: Well then. You have to offer other forms of incentives. After all, why should people buy our product and not keep using the brand that they are always used to!

David: You are right. We've got to scratch our heads and come up with what is known as a "unique selling preposition". What is it that our brand has?

David : Ah! Here comes the lunch. Let's leave the lighting systems alone for a while and enjoy our lunch.

Annabel : (Eating the food) Mmm! This is delicious. So many restaurants serve Chinese food. But I haven't had food which is quite so well prepared as this. How did you discover this place?

David: Just by chance. Actually I was visiting an office in the next block. It was lunch time and I looked around for a place to eat and found. Shanghai Garden. It isn't very grand but the food is wholesome. I'm glad you like it.

Annabel: Thank you for bringing me here.

- ***Vocabulary :***

  Appointment : janji

  Hesitant : ragu-ragu

  Involved : terbawa

  Prawn : udang

  Increase : meningkatkan

  Established : mendirikan

6. FURTHERING NEGOTIATIONS

Sunburst, Inc., a Mexican company, is negotiating a contract with Gemini, Ltd., a Taiwanese company, for the manufacturing of PC main boards. John Liu is the Production Manager for Gemini and Cynthia Chase is the Purchasing Manager for Sunburst.

Cynthia: ***What is your production situation now? Do you have the capacity to*** provide us with a substantial number of units?

John: ***Provided that*** *you give us sufficient notice, we have the production capacity to meet your needs.* ***What sort of quantities are you looking for?***

Cynthia: ***We are considering*** an initial quantity in excess of 200,000 units, with additional similar quantities ordered on a quarterly basis.

John: ***What did you have in mind regarding*** specifications?

Cynthia: ***We would like*** units for both P4 and AMD CPUs. About 20% would be for entry-level desktops, 40% would be for business use and the remaining 40% for multimedia use. ***Supposing we*** placed an order for 200,000 units for the second quarter of 2004 and follow-up orders of 200,000 units for each of the following three quarters, ***what*** unit price ***could we expect?***

John: ***As long as*** we are clear on your specifications and have 30 days before beginning production, ***we could offer*** a unit price of NT$1,700.

Cynthia: ***If we*** doubled the number of units in our order, ***what discount*** on the unit price ***could we receive?***

John: ***Before I answer that, could you tell me what you were thinking about in terms of*** delivery dates?

Cynthia: ***We were thinking about*** delivery dates of 120 days following our order.

John: ***On the condition that we would have*** such a delivery period, ***we could offer*** a 5% discount on the larger order.

Cynthia: ***If you could offer*** an 8% discount, ***then we could agree to*** place the larger order.

John: ***Supposing we offered*** a compromise discount of 6.5% on the larger order, ***would that satisfy you?***

Cynthia: ***I think we can live with that providing you*** supply good technical support and

documentation in Spanish.

John: No problem. We can do that.

Cynthia: OK. It's agreed then.

John: Thank you.

- **Vocabulary:**

  Provide : menyediakan

  Sufficient : cukup

  Regard : memperhatikan; hormat

  Supposing : seandainya

  Compromise : kompromi

  Satisfy : puas

7. BUSINESS TRIP

A: "Hey Mark, I'm assigning you on the Tully project. You'll have to go to California in two weeks."

B: "What is my objective over there?"

A: "You have to review financial documents over there. If you find something missing, work with their accountants to get the documents you need to complete the analysis."

B: "How large is this project?"

A: "It's pretty big, so take someone with you. I think you can finish in a week if two of you are working on it."

B: "Do we have to arrive there at a certain time?"

A: "Not really, but you should get there before lunch to settle in. Then you can get in half a day."

B: "Who should I contact when I get there?"

A: "I'll email you the details, but you should go book your flight soon."

B: "Will do. Do you have a recommendation on who should go with me?"

A: "Either Seth or Josh."

B: "Ok. I'll find out who has more time."

A: "Great. Keep me informed."

B: "Got it."

- **Vocabulary:**

  Assign : memberikan; menetapkan
  Review :tinjauan
  Pretty : cukup
  Arrive : tiba; datang
  Certain : pasti
  Settle : menenangkan; menyelesaikan

8. CONVERSATION BETWEEN 2 COLLEAGUES DISCUSSING PROMOTION

Tom: I have really good news today. Oh! I am so happy.

Lucy: What is your good news, Tom?

Tom: I got a promotion today. You are looking at the new supervisor of the Marketing department.

Lucy: Wow, this is great news! I am so glad for you. So, you will start your new job this coming Monday?

Tom: No, I need to finish my current projects in the Sales department before I move over to Marketing. I probably will start my new job a week from Monday.

Lucy: You have a lot of experience with this company. They will be very helpful to you in your new position.

Tom: I know. However, I have never supervised people before. I hope I will be able to cope with all the new responsibilities.

Lucy: You will do fine. You are a natural leader, and you will lead well.

Tom: You think so, Lucy?

Lucy: I know so. You are always good at coaching people. You led your soccer team to victory last year, didn't you?

Tom: Leading a soccer team and leading a Marketing department are not quite the same.

Lucy: Yes, they are in a way. First, being a supervisor means building a good team where members work well with each other, right?

Tom: Right. If members of a team do not understand their own tasks as well as the tasks of their teammates, it will be chaos.

Lucy: Second, a supervisor needs to identify his employees' working habits and the job requirements in order to build a better work environment, right?

Tom: Yes. In order for me to improve my employees' performance, I need to understand their working habits and their skills. Then, I can give them a little bit of coaching if the need arises.

Lucy: Third, you need to find out what motivates your employees, right?

Tom: Yes again. Everybody needs to be motivated, either to find a better way of doing one's job or putting in extra effort to perform better.

Lucy: Things will not always run smoothly. There will be problem employees. So, fourth, you need to know how to coach, or how to counsel, or even how to discipline, right?

Tom: Right. This is the worst part of being a supervisor. You need to be strong enough to cope with problem employees, to be wise enough to counsel them, and even be "mean" enough to discipline them.

Lucy: Things will change, and your department needs to be able to adapt to changes, right?

Tom: Yes, technological changes happen every day. I need to get my employees ready for changes as well as to reinforce the need for change sometimes.

Lucy: And if you come up with new ideas, you need to be able to "sell" your ideas to your boss and your employees, right?

Tom: There is no need to come up with new ideas if you cannot convince people of their value.

Lucy: You need to set yourself out as an example for your employees. Therefore, you should have a good understanding of your responsibilities, work hard and work well with others, be alert of changes, and last but not least, understand the values and goals of your company.

Tom: If I want to lead, then I need to prove that I am a good leader.

Lucy: Those are the things that you need to do in your new position. Even though they are not exactly the same as coaching a soccer team, you will do fine. All you need to do is change your leadership style a little bit in this new environment.

Tom: Thanks for the note of confidence, Lucy.

Lucy: You are welcome, Tom.

- ***Vocabulary:***

  News : berita

  Probably : kemungkinan

  Helpful : suka menolong; bermanfaat

  Supervised : mengawasi

  Coaching : pelatihan

  Member : anggota

  Tasks : tugas

  Teammates : kawan seregu

  Chaos :kekacau-balauan

  Employee : pegawai

  Habit : kebiasaan

  Environment : lingkungan

  Effort : usaha; upaya

  Smoothly : dengan lembut

  Counsel : menasehati

  Cope : mengatasi

  Adapt : membiasakan; menyesuaikan

  Changes : merubah

  Reinforce : menguatkan; memperkuat

  Convince : meyakinkan

  Responsibilities : tanggung-jawab

  Alert : sinyal; tanda

  Exactly : persis, tepat

  Confidence : kepercayaan

9. Practicing a Presentation

Mike: Anne, can I run the new presentation by you?

Anne: Certainly, I'd love to hear some of the new concepts.

Mike: OK, here goes ... On behalf of myself and Sport Outfitters, I'd like to welcome you. My name's Mike Andersen. This morning, I'd like to outline our new campaign concepts that have been recently developed.

Anne: Excuse me, who was invited to this conference?

Mike: Our sales representatives from our branch offices were asked to come. I think a number of upper-management representatives were also invited.

Anne: That's good. Our marketing approach is going to be completely revamped.

Mike: And that's why we need everyone to be informed. So, I'll continue. You'll be given the background and I'll talk you through the results of some of our recent market studies.

Anne: How many surveys were completed?

Mike: I think about 100,000 were returned to the company. Our marketing team was very pleased with the response.

Anne: OK, continue...

Mike: The presentation has been divided into three parts. First, our past approached. Secondly, present changes that will be made. Thirdly, future forecasts...

Anne: That sounds good.

Mike: If you have any questions, please don't hesitate to ask. At the end of this presentation, a short advertisement will be shown to give you an idea of where we are going.

Anne: Good job Mike. I hope your graphics are being put together by Bob.

Mike: Of course they are, you know he's the best!

- ***Vocabulary:***

Campaign : kampanye
Invite : mengundang
Representative : bersifat mewakili
Revamped : merubah
Result : hasil
Return : mengembalikkan
Approach :pendekatan
Hesitate : merasa ragu.