

Customers According to customer interviews and surveys conducted by the G-Lab team and Mercy Corps, the KeBal pilot program had been very successful in its half year of operation. Nearly every customer interviewed bought from a KeBal vendor multiple times a week. One vendor, Gunanto, said his previous job had allowed him to get to know most of the people in the neighborhood, which helped him establish trust with his customers when he began selling KeBal foods. Vendors felt that their local knowledge of the area, along with their personal ties to the neighborhood residents, enabled them to develop strong relationships with their customers. Mothers generally believed that prices were fair and competitive with foods of a similar portion size. Mothers liked that KeBal's porridges were nutritious and appealing to their children. Customers desired more menu variety.