



SENTELLA: A GENTLE FACIAL WASH TABLETS

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ABSTRACT

This feasibility study assessed the viability of introducing Sentella Gentle Facial Wash Tablets, an innovative and eco-friendly skincare solution, in Nasugbu, Batangas. The study examined market acceptance, operational requirements, financial feasibility, and socio-economic contributions of establishing a dissolvable facial wash tablet enriched with Centella Asiatica, Niacinamide, Panthenol, and Glycerin. A quantitative-descriptive research design was utilized, and data were gathered from 68 respondents through an online survey distributed via Google Forms.

Survey results showed significant interest across all age groups, with 61.76% of respondents aged 18 to 25 emerging as the primary potential buyers, followed by 26.47% from the 26 to 40 age group, indicating strong appeal among young adults and working individuals. Women demonstrated higher purchasing intent, comprising 61.76% of the total respondents, aligning with market trends favoring gentle, multifunctional, and eco-conscious skincare solutions. Respondents highlighted gentleness, effectiveness, convenience, affordability, and portability as major advantages of the product, reflecting strong consumer preference for innovative and travel-friendly formats. These features, combined with online

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accessibility and effective promotional strategies, position Sentella Gentle Facial Wash Tablets as a competitive offering in the skincare market.

Thus, findings confirmed very high willingness to purchase and strong market potential, supported by favorable product reception across diverse consumer groups. Operational analysis showed that production, raw material sourcing, and facility requirements are attainable through partnerships with certified suppliers and manufacturers. Management plans established a functional organizational structure under a general partnership form. Financial projections indicated profitability, with favorable cost–benefit outcomes and a strong return on investment supported by positive market demand and a significant demand–supply gap in the skincare industry. Socioeconomic assessment further revealed that the business can generate employment, promote sustainable consumption, and help reduce plastic waste through reusable packaging.

The study concludes that establishing Sentella Gentle Facial Wash Tablets is highly feasible, both as a sustainable business venture and as a practical response to modern consumer preferences for effective, portable, and environmentally responsible skincare solutions.

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a. Product Strategy

a.1. Product Offerings



Figure 1 Sentella Gentle Facial Wash Tablets (30 tablets)

Sentella Gentle Facial Wash Tablets are innovative, eco-friendly skincare products designed to provide a convenient and sustainable cleansing experience. Each tablet is formulated with Centella Asiatica (CICA), Niacinamide, Glycerin, and Panthenol, ingredients known for soothing irritation, restoring the skin barrier, and promoting a healthy glow. The product caters to all skin types, including sensitive skin, and offers an effective cleansing solution that aligns with modern consumers' needs for practicality and environmental care.

The unique tablet format allows for easy use, simply dissolve a tablet with a few drops of water to create a gentle foaming cleanser. With 30 tablets per jar, the product provides a one-month skincare solution that promotes both hygiene and sustainability. Sentella embodies the values of innovation, self-care, and environmental responsibility, making it ideal for skincare enthusiasts, students, and professionals who value quality and convenience.

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