



\*\*\*\*\*

## AVERINSE - KAMIAS EXTRACT SHAMPOO

**HAZEL JOY S. ENERO; JHONVIE I. GARCIA; CATHLEEN R. PANALIGAN;  
JANINE MAE T. RIVA; JOVEN S. SEGUERA**

Bachelor of Science in Business Administration  
Major in Operations Management  
STI College Balayan

### ABSTRACT

Shampoo is a hair care product designed to clean hair while protecting the scalp's follicles. Some health professionals advised applying it daily to prevent parasitic scalp infections. Averinse, founded on sustainability and creativity, offers natural hair care solutions for issues such as dandruff and hair loss. Averinse serves a variety of customer needs by providing tiered pricing for its three product sizes.

Averinse business aims to determine the feasibility in the following aspects: marketing, management, operational, financial and socio-economic. This study employs a quantitative research method to ensure that all the demographics such as age, sex, consumption of shampoo will be all catered and utilizing the sampling method, stratified random sampling with the total of 77 respondents in survey questionnaires. T-test and analysis of variance was utilized to determine the significant difference in willingness to buy Averinse in terms of their age, sex and consumption as classified according to their demographics.

The survey results indicate that Averinse is a viable firm in the local market. The brand uses natural ingredients, which align perfectly with the expanding customer demand for organic products. Production costs are reasonable, and the pricing strategy ensures

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan  
**Managing Editor:** Raymart O. Basco

**Associate Editor:** Andro M. Bautista  
**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue I

June 2025

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*  
affordability while keeping profit margins stable. Furthermore, promotional offers and added-value incentives increase client engagement and loyalty. According to the study results, most respondents favor the use of Kamias as a main ingredient in shampoo formulation, indicating that Averinse has a high chance of capturing a piece of the competitive Balayan hair care industry.

Study shows that the significant difference on the scale of willingness of the consumer are the labels of the packaging must be well directed and use concise information and instructions, the consumer choice can also contribute to a more sustainable future, stated also that the consumers are willing to spend 80 pesos and above to purchase 100ML natural made shampoo, the effective of the product which mainly focuses on hair care is huge factor in purchasing the product, lastly, the willingness to try the product if it is recommended by a product user.

The study shows that Averinse is not only viable but can also contribute to the industry's long-term development. There are also financial reports that contains the business's profitability. Considering all the data have a positive outcome which ensures the Averinse is feasible and marketable.

\*\*\*\*\*

## **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue I

June 2025

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*



## VARIANTS OF AVERINSE

The researchers named the product "Averinse" comes from the word "Averroah Bilimbi" since the english term for Kamias is Averrhoa Bilimbi and combined it with a word that can substitute for "shampoo". People might often know that directly putting shampoo with chemicals on hair makes it dry and frizzy. It will not just serve as substitute, but consumers can make it the top priority among all shampoos. The proponents come up with the idea that the market needs a product that is free from chemicals and can bring back confidence once the hair is damaged by brand x.



*5ML Fresh Bamboo, Cotton Candy & Floral Blossom*

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue I

June 2025

Available online at <https://www.instabrightgazette.com>



15ML Floral Blossom



100 ML



15ML Cotton Candy



100ML



15 ML Sachet Fresh Bamboo



100ML

\*\*\*\*\*

## Editorial Team

Editor-in-Chief: Alvin B. Punongbayan  
Managing Editor: Raymart O. Basco

Associate Editor: Andro M. Bautista  
Web Editor: Nikko C. Panotes

## Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*