



# **Marketing and Distribution of New Food Supplement Products in the East European Market. A Business Plan: How Food Supplements are Part of Our Daily Life and May Harm Us**

*Oliver Dinstl*

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Master's Thesis from the year 2012 in the subject Business economics - Trade and Distribution, grade: 2, Joseph Schumpeter Institut Wels School of Applied Studies (Joseph Schumpeter Institut Wels, School of Applied Studies), language: English, abstract: A major influence in the use of food supplements is the fact that it is part of our daily life and harms our physical and physiological behavior and mentality through food and dietary nutrition. Facing the fact, that nutrition is part of our life style and influences our well-being, the systematic way to keep the high level of well-being is directly linked to nutrition and the way we follow it every day. Nutrition as part of our well-being is also influenced by our behavior, how we take care of our daily consumptions of foods and its ingredients. As everybody knows since childhood, food has major impact on ones physical development and mental healthiness. We have learnt that additional food ingredients can influence our well-being. Therefore the more we get aware of the influence, the more we care about our food and supplements to stay healthy and more or less emphasize the salutogenetic approach of medical treatment.

As ANTONOVSKY claims in his approach, people with ability for self-medication, they will have the ability to do everything to stay healthy and adequately live their life in such mode, that they will continue to stay healthy. This will be done with balancing their life in matters of daily work, stress factors, infections, social integration, self-confidence and many more. As BENGEL discusses in his symptomatic approach, the question of being healthy is more the question of preventive medicine in respect of activating ones resistance against health influencing factors. This fact is more or less the initial point of medication outside of the classical prescription medicine, in its pathogenic manner. Self-medication is a trendy thing and is part of a high quality standard of living, which gains more influence also in the social structure of people. To be healthy means high quality of living and following the trend will indicate the willingness to keep that quality on the high standard. Therefore, as a part of peoples lifestyle, they spend money for health, more as they would do without the influence of the know-how, that self-medication can offer. Healthiness in a salutogenic manner is definitely part of the high quality lifestyle of modern and high-civilized people. This work will draft a business model in a very complex framework of a newly adapted legal structure in the health care business of food supplements and bioactive substances of phytopharmaca.

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