

ABSTRACT

At present the consumption of healthy products has received a lot of importance in our country. Public institutions point out that the cause of many diseases takes root in the bad feeding of the population.

The companies answering to the new demands of the consumers place on the market nourishing products allow to improve the quality of life of the society.

To throw a product to the market bears a series of activities on the part of the company, from the identification of its own fortitude and weaknesses up to the analysis of the macro and microenvironment. This way, the situational analysis is the starting point for the strategies to be designed. The second element constitutes the markets investigation for the purpose of knowing the tastes, preferences, opinions and other information that the consumers could deliver to the company.

The strategies to be designed will develop as regards the marketing miscellany: product, distribution, communication and price. The strategies will have to answer to a timetable, have a budget, responsible for the execution for these activities and ways of measuring the execution.

The reading of this document implies checking strategies that can be designed to throw to the market healthy products.

Key words:

**THROWING
MARKETING
STRATEGIES
PRODUCT
DISTRIBUTION
COMMUNICATION
PRICE**