

Johnson & Johnson

Family of Companies



Global Business Environment



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Abstract



- Johnson & Johnson is an American multinational medical devices, pharmaceutical and consumer packaged goods manufacturer founded in 1886.
- Johnson & Johnson ranked at the top of Harris Interactive's National Corporate Reputation Survey for seven consecutive years up to 2005, was ranked as the world's most respected company by Barron's Magazine in 2008.



Introduction



- Johnson & Johnson was formed by three brothers
 - Robert Wood Johnson
 - James Wood Johnson
 - Edward Mead Johnson
- Since more than 125 years ago the company Johnson & Johnson, through its Family of Companies (“the Company”)
- Is the world’s most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services for the consumer, pharmaceutical and medical devices and diagnostics markets.

Strategic Business Unit



1. Consumer Health Care: The Consumer segment includes a broad range of products

- baby care
- skin care
- oral care
- wound care and women's health care fields



2. Medical Devices & Diagnostics: The Medical Devices and Diagnostics segment produces a broad range of

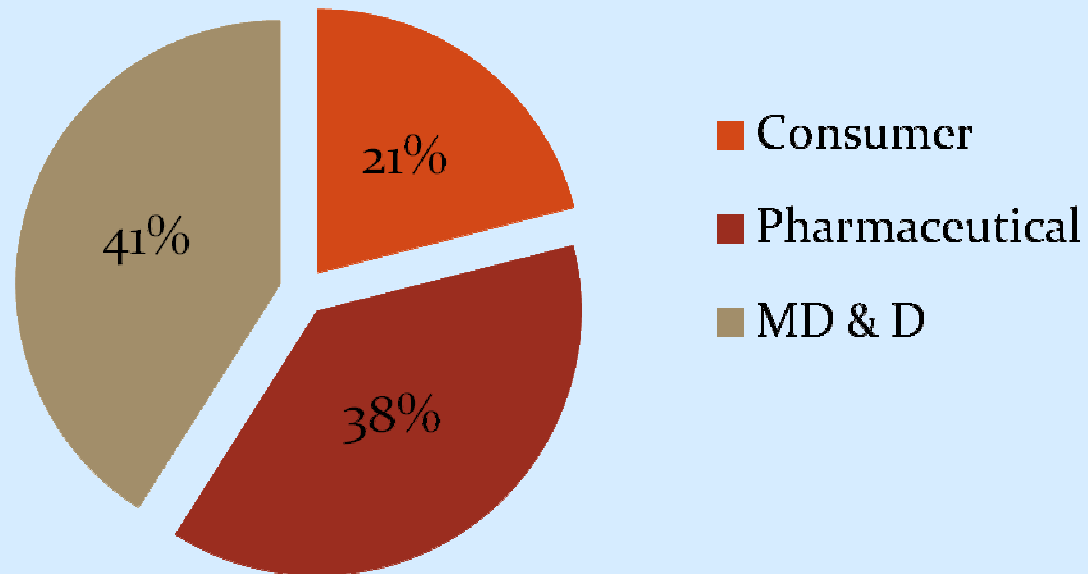
- orthopedics
- neurovascular
- surgery
- vision care

Mergers & Acquisitions

Company Acquired	Primary focus	Date	Amount (In Billion US \$)
Neutrogena	Skin and Hair care	1994	0.9
Cordis	Vascular diseases	1996	1.8
Biopsy Medical	Breast Cancer	1997	0.3
Depuy	Orthopedic Devices	1998	3.6
Centocor	Immune related disease	1999	6.3
Alza	Drug Delivery	2001	12.3
Scios	Cardio vascular diseases	2003	2.4

Sales (Contd.)

Sales by Segment (2012)



Companies In The Market

- Johnson & Johnson

Competitors

- Procter and Gamble (P&G)
- Unilever (UN)



Competitor 1



- **Procter & Gamble:** Procter & Gamble Co.
also known as **P&G**
 - i. founded by William Procter and James Gamble.
 - ii. Its products include pet foods, cleaning agents, and personal care products.
 - iii. Its main segments are Beauty segment, Grooming segment, Health Care segment, Fabric Care & Home Care segment.

P&G's market area's

- North America
- Latin America
- Europe
- The Middle East
- Africa
- Asia
- Australia
- New Zealand.



Competitor 2



- **Unilever:** Unilever is an Anglo–Dutch multinational consumer goods company
 - i. Its products include food, beverages, cleaning agents and personal care products.
 - ii. world's third-largest consumer goods company measured by 2012 revenue, after Procter & Gamble and Nestlé.
 - iii. Unilever is organised into four main divisions:
 - ❖ Personal Care
 - ❖ Foods
 - ❖ Refreshment
 - ❖ Home Care



Unilever's market area's

- North America
- Latin America
- Europe
- Africa
- Asia
- Australia, etc



4P's



- **Product**

- i. J&J products are basically in three main categories: Pharmaceuticals, Medical Devices & Diagnostics, and Consumer Health care.
- ii. The following are: Feminine hygiene, Denture care, Contraceptives, Immunology, First aid.

- **Place**

- i. These are some companies that sell Johnson and Johnson products wholesale: Over the Counter Wholesale.com, WUZ Group, ShopatHome.com.

4P's (contd.)



- **Promotion**

- i. Johnson and Johnson offers special discount coupons on products such as baby care, and contact lens.
- ii. Johnson and Johnson has run a “Beauty for All Ages” rebate promotion on Coupons.com.

- **Price**

- i. In the United States, Johnson and Johnson strives to keep their net price increases for health care products within the Consumer Price Index (CPI).
- ii. Johnson and Johnson works with governments to develop differential pricing approaches to help more people access their medical product.

Analysis & Recommendation



Now several decades later, J&J's Consumer Product Division has put the company and its reputation in jeopardy by its slow and ineffective response to a series of ongoing problem that center on inadequate quality control inside some of the manufacturing plants and slow, reluctant, and ineffective corrective action FDA concerns.

