

The products of johnson and johnson



Johnson & Johnson 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. Johnson & Johnson was organized in the State of New Jersey in 1887. William C. Weldon is the Chairman, Board of Director and Chief Executive Officer of the company. Johnson & Johnson's primary interest, both historically and currently, has been in products related to health and well-being. The fundamental objective of the company is to provide scientifically sound, high quality products and services to help heal, cure disease and improve the quality of life.

Since the 1900s, the company has pursued steady diversification. It added consumer products in the 1920s and created a separate division for surgical products in 1941 which became Ethicon. It expanded into pharmaceuticals with the purchase of McNeil Laboratories, Inc., Cilag, and Janssen Pharmaceutical, and into women's sanitary products and toiletries in the 1970s and 1980s. In recent years, Johnson & Johnson has expanded into such diverse areas as biopharmaceuticals, orthopedic devices, and Internet publishing. Recently, Johnson & Johnson has purchased Pfizer's Consumer Healthcare department. The transition from Pfizer to Johnson and Johnson was completed December 18, 2006.

At present, Johnson & Johnson includes some 250 subsidiary companies with operations in over 57 countries which it refers to as "Johnson & Johnson Family of Companies". Some of these subsidiaries include:

ALZA Corporation

BabyCenter, L. L. C.

Codman & Shurtleff, Inc.

Cordis Corporation

DePuy, Inc.

Ethicon, Inc.

Global Pharmaceutical Supply Group (GPSG)

Gynecare

Information Technology Services

Janssen Pharmaceutica Products, L. P.

Johnson & Johnson, Group of Consumer Companies, Inc.

Johnson & Johnson Health Care Systems Inc.

Johnson & Johnson – Merck Consumer Pharmaceuticals Co.

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Development, L. L. C.

Johnson and Johnson products are sold in over 175 countries. Some of its products are listed below:

Allergy, cold & flu

Baby care

Cardiology

Dental care

Diabetes care

Family planning

Wound care

Vision care

Skin & hair care

Pain relievers..... and many more.

VISION OF JOHNSON AND JOHNSON

To maximize the global power of diversity and inclusion to drive superior business results and sustainable competitive advantage.

MISSION OF JOHNSON AND JOHNSON

They will achieve their vision by:

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Fostering Credo-based inclusive cultures that embrace our differences and drive innovation to accelerate growth (workplace).

Achieving a skilled, high performance workforce that is reflective of the diverse global marketplace (workforce).

Working with business leaders to identify and establish targeted market opportunities for consumers across diverse demographic segments (marketplace).

Cultivating external relationships with professional, patient and civic groups to support business priorities (external stakeholders).

INTRODUCTION TO SWOT ANALYSIS

The overall evaluation of the company's Strength, Weakness, Opportunities and Threats is called as SWOT Analysis.

The external environment analysis of any business will give you the opportunities and threats facing the business. The external environment consists of two parts:

- 1) Macro Environment: Demographic, Economic, Technology, Political-legal, Socio-cultural
- 2) Micro Environment: Customers, Competition, Distributors, Suppliers.

The Internal Environment Analysis will give you the strength and weakness of the business.

SWOT ANALYSIS OF JOHNSON AND JOHNSON

SWOT analysis is a basic technique that is often used in strategic planning, improving company success, organizational development and identifying competitive advantage. SWOT stands for: Strengths, Weaknesses, Opportunities & Threats. These four factors help to make better investment decisions. A good SWOT analysis takes effort, but the more one puts into SWOT analysis the better one will understand the company. Let's look at each factor in turn.

STRENGTHS

Johnson and Johnson are described as the world's largest and most comprehensive healthcare manufacturer. The organization holds divisions across consumer markets, pharmaceutical and professional medical markets.

The business model adapted by Johnson and Johnson fundamentally uses the adaptation of entrepreneurial values (Our Credo) in order to retain an edge within the market place.

The company has excellent reputation among customers. Customers do believe on their products and purchase. It deals in various brand products such as baby oil, baby soaps, Band-Aids, etc. Such strong brand recognition and diversity of products guarantee high revenues for the company for the years to come.

They have kept pace with changing needs in a competitive marketplace by bringing about new improvements and increasing quality in their products through their research and development.

The use of independent offices working as standalone units provides the opportunity to develop concepts with cultural considerations which can prove important when taking a product to global markets.

They have also contributed a lot towards social responsibility such as environment, governance, HIV/AIDS, health and safety etc. and hence have a good image in the market.

WEAKNESS

There is increasing pressure within pharmaceutical markets to reduce prices in line with medical budgets and maintain patent expirations to ensure generic programmes are updated within critical path movements.

Johnson and Johnson faced a reduction in the market demand for key products of which some products were branded.

OPPORTUNITIES

Whilst the recent acquisition of Pfizer Consumer Healthcare will act as an opportunity in its own right to promote growth for the organization through alternative routes there is the added value capitalized through the return on investment which will be realized 12 months before plan releasing funds back into the bottom line.

Johnson and Johnson have highlighted new developments in pharma products with five undergoing regulatory review which provides the opportunity to grow the existing product portfolio.

Development into new functions of medical devices and diagnostics will provide new markets to entry which will result in business growth.

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Bringing new technologies and changes in the dynamic market.

THREATS

Internal threat across the industry and not isolated to Johnson and Johnson would be the level of theft and counterfeiting of drugs managed through internal personnel.

Generally within the main pharmaceutical companies there is a high level of competition for the generics markets where patents finish and it is the first to entry where success will generally be determined.

Technological developments with bio-tech concepts will potentially move the traditional pharmaceutical methods out of the market place in the long term.