
S&P TEST

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JOHNSON & JOHNSON SWOT & PESTLE ANALYSIS

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Company Name : Johnson & Johnson

Company Sector : Consumer Products, Medical equipment and Pharmaceuticals

Operating Geography : United States, North America, Global

About the Company : Johnson & Johnson is an American consumer products, medical equipment and pharmaceutical manufacturing company founded in 1886. It's headquartered in New Brunswick, New Jersey. It has 250 subsidiary companies, with operations in 60 countries and its products are sold in over 170 countries. It has around 134,000 employees, in more than 260 operating companies as of 2017. Their products marketed internationally include those produced in the U.S. and by subsidiaries abroad.

Johnson & Johnson has been recognized for its innovative products, commitment towards employees, betterment of people through healthcare products and social responsibility. These key aspects of company have named Johnson & Johnson as '2018 Fortune World's Most Admired Company', this is the 16th time in a row that Johnson & Johnson has featured in the Fortune top 20 list. The company also ranks #1 in pharmaceutical category making it the highest ranked healthcare company in 2018.

Johnson & Johnson is also a leading medical device provider, its business is broadly organized into franchises to meet the specific requirements of distinct customers. Ethicon Inc. is one such subsidiary of Johnson & Johnson that manufactures surgical sutures and wound closure devices. Constant improvisation in technology and innovation helps the company offer an extensive variety of high technology medical and surgical equipment, devices, and services. Johnson & Johnson medical devices and services are widely used in surgeries, orthopedics, and cardiovascular diseases.

Johnson & Johnson's mission statement reads "Make diversity & inclusion how we work every day. Our mission is to make diversity & inclusion our way of doing business. We will advance our culture of belonging where open hearts and minds combine to unleash the potential of the brilliant mix of people in every corner of Johnson & Johnson."

The company's vision statement reads "Be yourself, change the world. Our vision at Johnson & Johnson, is for every person to use their unique experiences and backgrounds, together – to spark solutions that create a better, healthier world."

The USP or Unique Selling Proposition of Johnson & Johnson is in, being the producer of most innovative healthcare products with worldwide brand recognition and trust, making it the largest biotechnology and pharmaceutical companies, based on its market capital and is regarded as one of the highest ranked healthcare companies of the globe.

Revenue :

\$76.5 Billion FY ending 31st Dec 2017 (y-o-y growth of +6%)

\$71.9 Billion FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Johnson & Johnson is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Revenue spread across many product categories 2.Enjoys a healthy brand equity in the minds of shareholders 3.R&D Focus and Integrated Supply Chain 	<ul style="list-style-type: none"> 1.Uncertainty of the research outcomes and regulatory approvals 2.Negative word of mouth as a result on ongoing litigations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunity to cross sell products 2.Growth in revenue streams through recent acquisitions 3.Robust growth opportunities in the pharmaceutical segment 	<ul style="list-style-type: none"> 1.Interruptions in sourcing manufacturing materials 2.Changes in tax liabilities or sudden regulatory scrutiny 3.Healthcare reforms and pricing pressures can negatively impact the Company's Pharmaceutical and Medical Devices segments

PESTLE Analysis :

The PESTLE Analysis for Johnson & Johnson is given below:

Political	Economical
1.Political Action Committee and other political contributions 2.Regular tab on the local political environment	1.Changes in Foreign Currency Exchange rates 2.Currency devaluation and Inflation risks
Social	Technological
1.Tackling health scares via research and education	1.Continued use of new technology in research and development
Legal	Environmental
1.Expiration or challenge of existing patents by rival companies	1.Thrust on focusing its efforts towards a green Earth

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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