

MARKETING MANAGEMENT

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Medtronic Marketing Strategy

1. Executive Summary

A marketing strategy refers to a business's overall game plan for reaching prospective customers and turning them into customers of the products or services the business provides. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. An effective marketing strategy combines the 4 Ps of the marketing mix (Product-Place Price-Promotion) as described below for Medtronic brand. It is designed to meet the company's marketing objectives by providing its customers with value. The 4 Ps of the marketing mix are related and combine to establish the product's position within its target markets.

Making healthcare better is Medtronic priority, and the company believes medical technology can play an even greater role in improving people's lives. With challenges facing families and healthcare systems — such as rising costs, aging populations, and the burden of chronic disease — Medtronic is harnessing the power of technology to take healthcare Further, Together. Innovation and collaboration are central to who we are.

Since the late 1940s, Medtronic has been working with others to alleviate pain, restore health, and extend life. Today, Medtronic is a medical technology leader offering therapies and solutions that enable greater efficiency, access, and value — for healthcare systems, providers, and the people they serve.

Medtronic has a very professional marketing strategies to all its department and it has a very powerful brand equity which is one of the company assets, Medtronic exerts all the efforts to

turning the challenges to opportunities as well as broadening the business strategy by therapy innovation, globalization and economic value.

Medtronic has its way to choose a Masterbrand strategy and it has a very strategic brand framework.

Medtronic brand architecture is directly reflecting its Masterbrand strategy in order to best support business growth and drive preference and choice in the market and it affects the positioning of the company products.

The universe of Medtronic brand performance is directed to the Niche market and the company has a lot of strategies to focus more on the mass market.

Medtronic has a strong R&D, Marketing team and sales team who are usually keeping the PLC between the growth and maturity phases.

There are a lot of competitors in the local and international market, but we will focus in our marketing strategy on Boston Scientific and J&J as the largest competitors.

We will illustrate the STP of Medtronic as the company is segmenting the customers according to the usage rate and it is targeting the health care practitioners.

A SWOT Matrix will also be illustrated which will give the company some strategies to make use of its strengths and opportunities as well as avoiding its weakness and threats.

A marketing mix (4Ps) will be illustrated for Medtronic product strategy including the company BCG, pricing strategy, place and distribution strategy and promotion and advertisement strategy.

Medtronic also has a social and ethical responsibilities that are always mentioned in its strategies.

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Introduction

Medtronic is a medical equipment manufacturing company. It is the largest medical technology development company in the world. Medtronic is headquartered in Dublin in Ireland. Medtronic innovates new ways and techniques in improving the global healthcare. They are constantly in touch with other innovative tech companies and collaborate with them to reach out to large population across the world. Medtronic work together with their shareholders to improve the sustainability in the healthcare sector. Globalization has played a very important role in helping them to be connected across the globe. Headed by Omar Ishrak till April 24,2020 and now Geoff Martha is in charge, with annual revenues of \$30+ Billion, Medtronic is a giant in the healthcare industry.

As of 2020, there are several Medtronic marketing strategies like product/service innovation, marketing investment, customer experience etc. which have helped the brand grow.

Marketing strategy helps companies achieve business goals & objectives, and marketing mix is the widely used framework to define the strategies.

2. *Brand Overview – describe the current status of the brand with a brief historical background. Also define the brand’s current state on the Product Life Cycle:*

Our brand is the promise we make to everyone who interacts with us. It includes every experience, conversation, and transaction.

Together, these interactions determine how people perceive us. Our brand is also a tool to help shape these perceptions by defining how we look, talk, behave, and convey our collective beliefs. While brand may be intangible, it’s a key asset that can drive people to choose us instead of our competitors. As the face of our business strategy, our brand is a powerful catalyst to ignite new conversations, forge new partnerships, uncover new opportunities, and reinforce our commitment to ushering in a new era of healthcare.

Because at Medtronic, we are more than the leading medical technology company — we are dedicated to helping solve healthcare’s biggest challenges.

To help our customers understand where we are going and to ensure we are sharing our story consistently, we all need to understand our newly defined brand and the role it plays in helping us to achieve our Mission.

➤ **TURNING CHALLENGES INTO OPPORTUNITIES**

Healthcare systems face serious challenges. An aging population, limited access to care and rising costs place a heavy toll on patients and their families, as well as the healthcare businesses, budgets, and global economy that support them.

These systems cannot sustain their current course. It is only by improving patient outcomes, optimizing costs, and expanding access that we can counter these growing demands.

At Medtronic, we’re committed to playing a central role in solving these issues. And our commitment is what sets us apart from others.

- **Improve** clinical outcomes
- **Expand** Access
- **Optimize** Cost and Efficiency

Our scale and breadth of resources enable us to stretch further and reinforce our dedication to help lead a global transformation in healthcare.

❖ **BROADENING OUR BUSINESS STRATEGY**

The depth of our commitment and the breadth of resources uniquely position us to help solve the greatest health challenges of our time. To do our part, we need to adapt our company and offerings to achieve more integrated and efficient care.

Our business strategy helps us do just that, built on three key elements:

- **Therapy innovation** — Introducing and delivering meaningful therapies and procedures
- **Globalization** — Addressing the inequities in healthcare access globally
- **Economic value** — Helping lead the creation of value-based healthcare solutions

❖ **CHOOSING A MASTERBRAND STRATEGY**

Every company must make a strategic decision on the type of brand model they want to follow. A brand model defines the degree of relationship between the corporate brand and its products, services, and solutions.

There are many types of brand models and they range from product brand to Masterbrand.

Medtronic chose the Masterbrand model based on extensive customer research and because it allows us to leverage the breadth and depth of our products and services along the care continuum.

The Masterbrand strategy makes us a more efficient and focused organization. It also makes it easier for customers to recognize us, do business with us, and choose us over our competition.

Benefits of our Masterbrand strategy:

- **Targeting Audiences:** The Medtronic brand offers all audiences (physicians, patients, payers, and stakeholders) the same compelling aspiration – to take healthcare Further, Together.
- **A Shared Premium:** Focused and consistent communications of Medtronic give a level of excellence to all businesses, services, regions, and functions.
- **Strength Over Time:** We promote the corporate brand to develop recognition and loyalty as products and services will change and evolve over time.
- **Working Together:** It is the totality of our products, programs, services, and resources that offers the ultimate value to our customers.
- **A Unified Story:** Medtronic can demonstrate our commitment to take healthcare Further, Together – regardless of therapeutic area, function, or geography.
- **Increased Recognition:** The more consistent our message, the more recognizable and powerful our brand.

❖ PLAYING A NEW ROLE IN HEALTHCARE

On a global scale, the delivery of care is often disjointed and inefficient. Objectives and priorities are misaligned, and the continuum of care is not seamless, particularly for patients who suffer from chronic disease and conditions.

Our belief is that we have the opportunity to not only achieve better outcomes for these patients but can better utilize technology to help integrate care.

Medtronic has a unique role to play in this solution. We have always been committed to partnering with physicians to create innovative technologies and generate meaningful insights that improve patients' lives.

To achieve this vision, we developed a **brand framework** to convey our strengths and broad capabilities in the marketplace.

❖ STRATEGIC BRAND FRAMEWORK *(check Appendix 1)*

Our strategic brand framework serves as a guide to shape our communications and actions — to live our brand. It brings all the pieces together to capture the essence of who we are in the world. The components of our strategic brand framework include the following in *(Figure 1)*

PURPOSE

What drives us — our enduring commitment and contribution to the world — Our Mission

POSITIONING

Our belief about what's needed to achieve our purpose — **WHY** our customers look to us

TRAITS

The distinct qualities we want to be known for — **HOW** we approach our work

PILLARS

The themes of our story — **WHAT** we do to make progress toward achieving our positioning

PERSONALITY

The tone and style we use to communicate

PROMISE

Our external expression and tagline

OUR BRAND STRATEGY

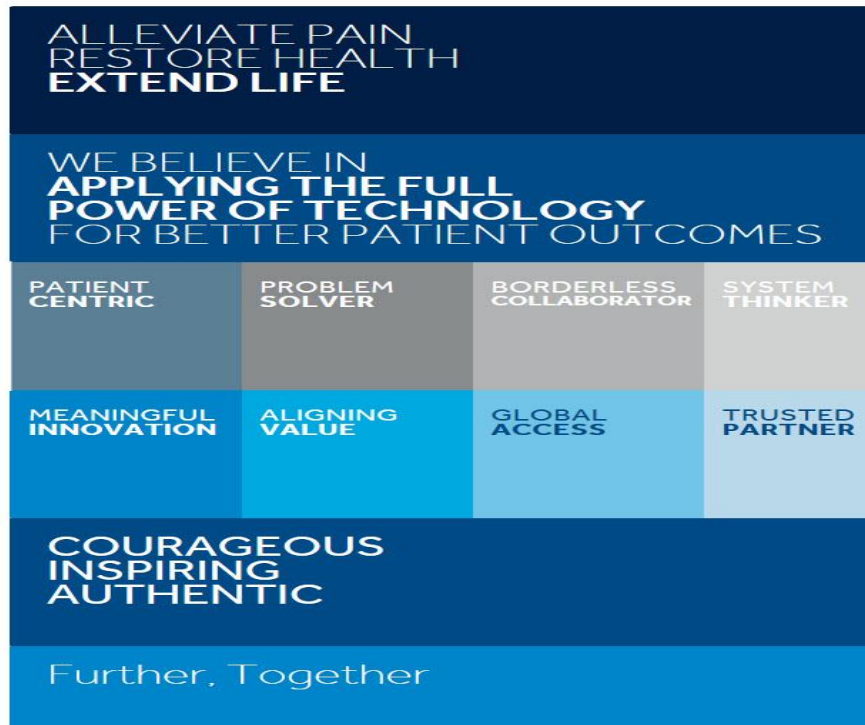


Figure 1

❖ Medtronic history: (Check Appendix 2)

“FROM A REPAIR SHOP TO A GLOBAL MEDICAL TECHNOLOGY LEADER”

- Medtronic was founded in 1949 as a medical equipment repair shop by Earl Bakken and his brother-in-law, Palmer Hermundslie.
- These two men have a deep moral purpose and an inner drive to use their scientific knowledge and entrepreneurial skills to help others. That spirit — combined with our founders' personal integrity and passion — became our guiding philosophy and, ultimately, **the Medtronic Mission.**
- Our first life-changing therapy — a wearable, battery-powered cardiac pacemaker — was the foundation for many more Medtronic therapies that use our electrical stimulation expertise to improve the lives of millions of people.
- Over the years, we developed additional core technologies, including implantable mechanical devices, drug and biologic delivery devices, and powered and advanced energy surgical instruments. Today, our technologies are used to treat nearly 40 medical conditions.

❖ MEDTRONIC MISSION

- ✓ *To contribute to human welfare by application of biomedical engineering in the research, design, manufacture, and sale of instruments or appliances that **alleviate pain, restore health, and extend life.***

1. To direct our growth in the areas of biomedical engineering

2. To strive without reserve for the greatest possible reliability and quality in our products;
3. To make a fair profit
4. To recognize the personal worth of all employees
5. To maintain good citizenship as a company.

❖ Our Brand Architecture

Our Brand Architecture must directly reflect our Masterbrand strategy in order to best support business growth and drive preference and choice in the market. This means that we have only ONE brand: Medtronic.

Our products, services, and offerings **need to have simple, tight, clear ties to the Medtronic Brand** for them to work together in a manner that's seamless and easy-to-understand for our customers, stakeholders, and employees. (Figure 2)

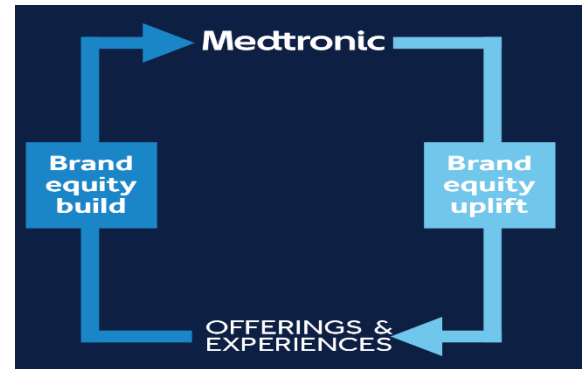


Figure 2

PORTFOLIO ARCHITECTURE AFFECTS POSITIONING

In considering how you will organize your portfolio of Medtronic offerings (Figure 3), for your specific medical specialty, be aware of the critical impacts to our Company's Brand and reputation:

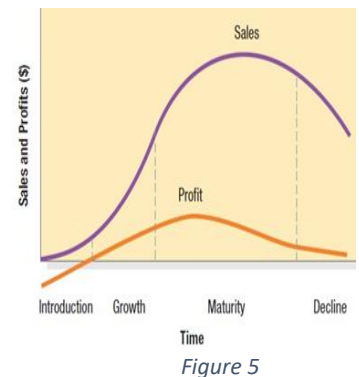
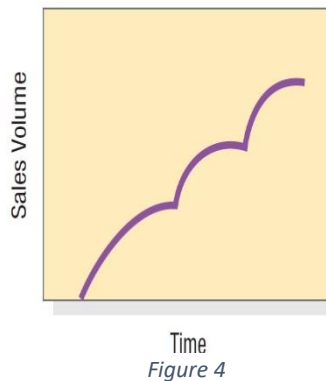
- Our Masterbrand Architecture positions Medtronic first.
- Then, reflects how we bring value to each of the medical specialties.
- These are what positions Medtronic as an iconic leader in the global healthcare arena.
- Company Brand positioning includes how we both execute and share our macro-economic and societal values through our global citizenship responsibilities, our work ethic, and our Mission.



Figure 3

Medtronic products life cycle PLC

Medtronic has a lot of portfolio as mentioned above and the company is passing through all the product life cycle (*Figure 5*) for most of the products as introduction , Growth , Maturity , decline phases but the smart Marketing management and R & D department are thinking prospectively so they are developing the product to be replacing the old one once it comes to the Maturity phase so it could keep **most of its portfolio between Growth Phase and Maturity phase which is a perfect extension in PLC graph or almost a Scalloped Pattern.**(*Figure 4*)



Universe of brand performance

Brand Stature – a lagging indicator – shows the current value. Esteem shows how costumers regard the brand now. Knowledge indicates costumers' degree of awareness.

The power grid is a stature-by-strength diagnostic framework that combines all of the factors above. It is a fluid model that allows us to identify clear patterns of growth and recovery over time. Based on the power grid, Medtronic is currently in **Niche** quadrant (*Figure 6*). These have high brand strength, with low scores in either relevance and/or energized differentiation.

Medtronic is planning to target a bigger scales of customers and transfer to mass market solwely to become a Market leader and increase the sales growth

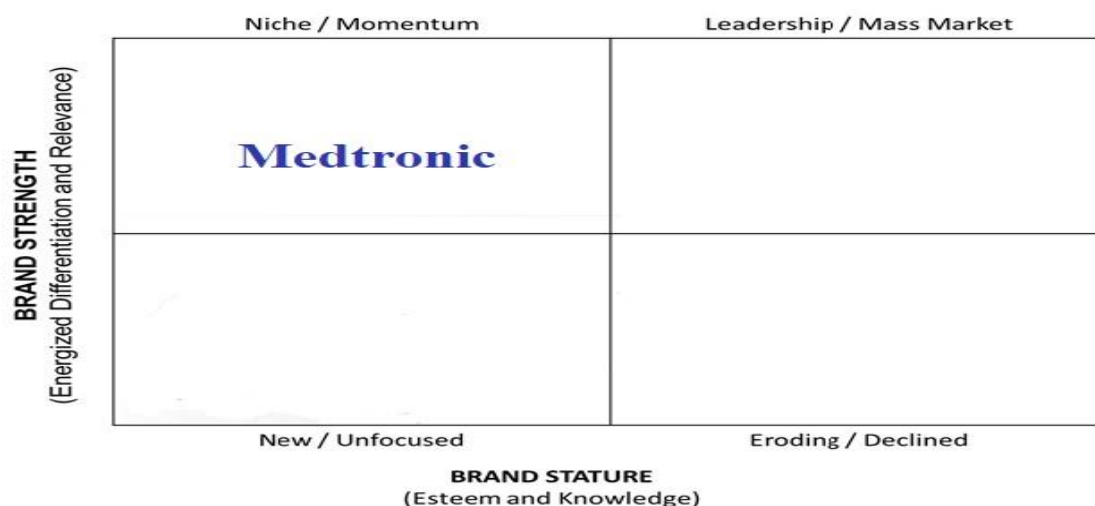


Figure 6

3. Competition Overview – Define competition:

Medtronic Competition	
Competitors	Below are the top 2 Medtronic competitors: 1- Boston Scientific Corporation 2- Johnson & Johnson

Medtronic has a lot of competitors in the market and you will find most of the key competitions market share in all the market segments in appendix 3 (*Check Appendix 3*)

We are going to have an overview on one of the top competitor which is Boston Scientific Corporation while Johnson & Johnson will be illustrated in appendix 4 (*Check Appendix 4*)

Boston Scientific overview

About Boston Scientific

Boston Scientific transforms lives through innovative medical solutions that improve the health of patients around the world. As a global medical technology leader for more than 40 years, we advance science for life by providing a broad range of high-performance solutions that address unmet patient needs and reduce the cost of healthcare.

Boston Scientific Mission:

The Company is dedicated to transforming lives through innovative medical solutions that improve the health of patients around the world.

Boston Scientific work is guided by core values that define Boston Scientific culture and empower our employees.

➤ **Caring**

- We act with integrity and compassion to support patients, customers, our communities and each other.

➤ **Diversity**

- We embrace diversity and value unique talents, ideas and experiences of our employees.

➤ **Global collaboration**

- We work collaboratively to pursue global opportunities that extend the reach of our medical solutions.

➤ **High performance**

- We strive for high performance to benefit our patients, clinicians and shareholders.

➤ **Meaningful Innovation**

- We foster an environment of creativity to transform new ideas into breakthrough services and solutions that create value for patients, customers and employees.

➤ **Winning Spirit**

- We adapt to change and act with speed, agility and accountability to further improve patient care.

Boston scientific Businesses

Transforming lives with less invasive technologies engineered to diagnose and treat a wide range of medical conditions

We're dedicated to collaborating with healthcare professionals to develop a broad portfolio of meaningful innovations that improve outcomes, reduce costs, increase efficiencies and—most importantly—help more people in more places around the world live longer, healthier lives.

➤ **Endoscopy:**

- Industry leader in minimally invasive devices for diagnosing and treating gastrointestinal and pulmonary conditions.

➤ **Interventional Cardiology:**

- Minimal invasive innovations that helps improve the lives of patients living with heart and vascular conditions.

➤ **Neuromodulation:**

- Industry leading microelectronic implantable technologies help patients manage debilitating chronic pain and neurological conditions.

➤ **Peripheral interventions:**

- Transforming lives with minimally invasive therapies for arterial disease, venous disease and cancer.

➤ **Rhythm management:**

- Groundbreaking technologies that treat irregular heart rhythms and heart failure and help protect against sudden cardiac arrest.

➤ **Urology and pelvic health:**

- Industry leading solutions for urological, urogynecology and gynecological diseases and improving the quality of life.

Boston Scientific Brand Analysis

Parent Company	Boston Scientific Corporation
Category	Healthcare
Sector	Pharma and Healthcare
Tagline/ Slogan	Advancing science for life
USP	A team with the passion, drive, and confidence to believe our innovative medical solutions can transform lives and improve the health of patients around the world.

Boston Scientific STP

Boston Scientific Segmentation	Global developer and marketer of interventional medical devices
Boston Scientific Target Market	Devices used in cardiac rhythm management, cardiac and vascular surgery, electrophysiology, tumor reduction, cancer treatments, hearing reduction; and pain management
Boston Scientific Positioning	We are a leading innovator of medical solutions that improve the health of patients around the world.

Boston Scientific SWOT Analysis

Boston Scientific Strengths	<p>Below are the Strengths in the SWOT Analysis of Boston Scientific:</p> <ol style="list-style-type: none"> 1. Well known for the development of the Taxus Stent, a drug-eluting stent which is used to open clogged arteries 2. Strong top management reflected by increased share prices when the new CEO stepped in 3. Acquisition of Guidant gives the company immense depth in heart devices market 4. Product marketing done in 100 countries through its direct sales force – which is very active in 40 countries 5. Strong brand equity with loyal customers
Boston Scientific Weaknesses	<p>Here are the weaknesses in the Boston Scientific SWOT Analysis:</p> <ol style="list-style-type: none"> 1. Competitive nature of the industry with immense focus on technological advancements and research capabilities 2. Negative publicity due to involvement in controversy regarding illegal payment to US Army doctor to use their devices
Boston Scientific Opportunities	<p>Following are the Opportunities in Boston Scientific SWOT Analysis:</p> <ol style="list-style-type: none"> 1. Acquisitions of competitors like Guidant in 2006 2. Spinoffs from parent company like Navilyst Medical 3. Geographical expansion to growth markets
Boston Scientific Threats	<p>The threats in the SWOT Analysis of Boston Scientific are as mentioned:</p> <ol style="list-style-type: none"> 1. FDA rulings and government interventions in healthcare industry 2. Across product portfolio, company must deal with multiple competitors 3. Loss of investor confidence resulting in lesser market capitalization

4. Target Market – Define who is being targeted:

Medtronic general target market is Hospitals, health clinics, healthcare providers, and government agencies.

As Medtronic is selling a very high technology and most of its products are related to surgery so the main target market is the HCPs Health care professionals with enough budget to set a surgery.

➤ Targeting of Medtronic

Targeting involves selecting which of the segments you will plan to reach with different channels, such your field force as an example. Medical sales representatives are an extremely expensive resource and generally, the more people you wish to target with your field force, the more sales reps you need. By targeting fewer customers, we can free up resources, requiring fewer sales reps to call on the reduced number of targeted surgeons and hospitals.

In Medtronic, we sometimes may choose to stop our sales team calling and visiting on any of the class C customers. Which may result in loss of only 20% of the market potential. This means that we can refocus resources on the Class A and B customers who have the potential to purchase larger amounts of our products and they have more cases to be done.

➤ Customer Analysis of Medtronic:

Since Medtronic manufactures medical equipment's and devices and provides services to healthcare organizations, the customers of this company are:

1. Hospitals
2. Doctors
3. Companies providing services related to healthcare
4. Government organizations
5. Individual patients with very serious health problems
6. Companies involved in biomedical engineering
7. Research organizations

The equipment's and instruments are costly and thus the primary customers of Medtronic are organizations who can afford to purchase such equipment's.

➤ The problems which businesses have that Medtronic can solve are:

1. Medtronic is primarily into the business of manufacturing sophisticated and developed medical equipment's, instruments and devices with the help of advanced biomedical engineering which helps medical professionals in helping patients cure.
2. Doctors and medical professional encounter many problems while helping the patients such as some people are under too much pain and there was a time when there was nothing which can be done to reduce the level of extreme pain except medicines which are generally less helpful in extreme conditions but now Medtronic have developed a device which is helping the patients to reduce the intensity of pain.

3. The organizations which are into healthcare and hospitals needed a developed system where the data and information of patients can be saved and made available in every department as well as every branch of the organization. Medtronic has come up with IT platform which has made it possible now.
4. Medtronic talk about providing solutions to patients through caregivers (doctors, healthcare professionals etc.) and keeps asking such people about the problems they are facing while providing services, with excellent R&D and innovation Medtronic is helping caregivers in solving the problems faced by them.
5. The need for developed machines is always evident at Hospitals and such organizations Medtronic helps to solve this problem by providing with newer and developed equipment's.
6. The company also helps its customers overcome the problem of technological safety, the machines and equipment's which Medtronic provide are hazardous if not handled properly Medtronic thus provides safety equipment's as well.

➤ **Medtronic had also put some targeting strategies as below:**

1. **Set marketing and products goals.**
2. **Select target markets.** The Champion products and which customers are targeted and with region
3. **Find points of difference.** For the Champion products, the key points of difference are not the state-of-the-art features that drive up production costs and are important to only a minority of patients. Instead, they are high quality, long life, reliability, ease of use, and low cost.
4. **Position the product.** The products will be “positioned” in the related type of surgery’ and patients’ minds as a medical device that is high quality and reliable with a high credibility

Medtronic STP	
Medtronic Segmentation	Therapies and equipment
Medtronic Target Market	Hospitals, health clinics, healthcare providers, and government agencies
Medtronic Positioning	To contribute to human welfare by application of biomedical engineering in the research, design, manufacture, and sale of instruments or appliances that alleviate pain, restore health, and extend life

5. Segmentation – Demographic, Behavior, Psychographic:

The term segmentation was first introduced into marketing literature by Alderson (1937). In 1950s, Smith conceptualized and provided a definition of segmentation as we know it today. Market segmentation may be defined as subdividing a heterogeneous market into more homogeneous subgroups based on some common customer characteristics, such as age, location, time of purchase or purchase frequency. Segmentation strategy has been expanded into several forms, such as niche, multi-segment and across-the-board targeting strategies (Alderson, 1957; Kotler, 1980; McCarthy, 1978).

In Medtronic, we prefer a segmentation by addressed patients. This incorporates some of the product type differences, but in a more practical sense also.

Target market selection it's a high-level goal of a marketing strategy to identify target market, to analyze market segment sizes, demand and develop Customer Profiles based on Geographic, Demographic, Psychographic, and usage rate for the customers who are really interested in Medtronic products.

Medtronic is segmenting the markets in a lot of different segmentation strategies as below:

- **Geography:** some products are sold in regions with high purchasing power and some are products are sold in some regions which have less purchasing power.
- **Demographic:** As Medtronic is a medical devices company all the customers that are going to sell are in the same industry which is the health care systems
- **Psychographics, Benefits Sought and usage rate** are related in Medtronic segmentation as below:

- We usually profile and segment our customers in terms of their potential and product adoption, and by **using concentration curves** we can define whether they are A, B or C potential customer

To illustrate concentration curves, we need to take a step back in time to the turn of the 20th century and the works of an Italian economist called Vilfredo Pareto. Whilst at the University of Lausanne, he published a paper (his first, incidentally) that would form the basis for what would later be called **The Pareto Principle, or the 80:20 Rule**(Figure 7). In it he observed that the land ownership of Italy wasn't evenly distributed but was instead concentrated in a relatively small proportion of the population with 80% of the land being owned by only 20% of the population. This 80:20 ratio of land ownership is known as a concentration curve. So, 20 % of the customers are with highest potentiality and 80% are of low potentiality

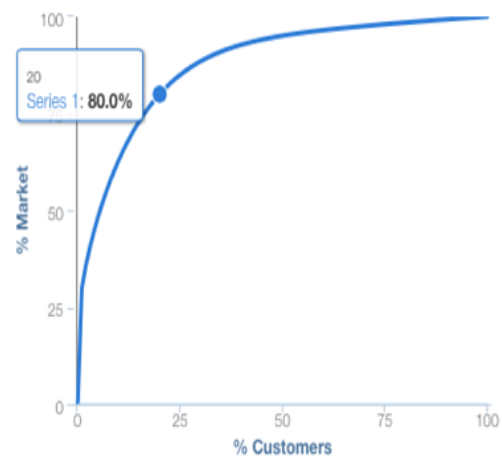
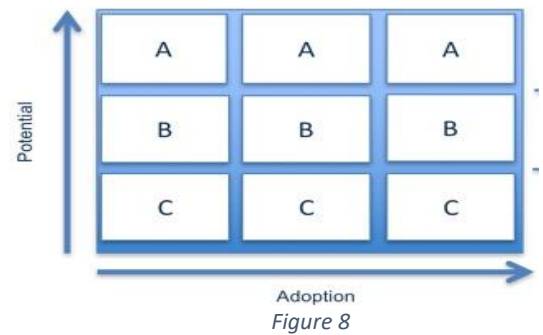


Figure 7

That's why Medtronic is segmenting the customers in each region according to the potential rate as well as the adoption rate Class A customers are the highest potential, Class B are moderate in the potentiality and Class C are the lowest potential customers.

We are now in the position to **combine our potential and adoption rankings into our final segmentation** (*Figure 8*).



Customer A1 are high Potential customers with very high usage rate to our products

Customer A2 are high Potential customers with moderate usage rate to our products

Customer A3 are high Potential customers with very low or non-usage rate to our products

Customer B1 are moderate Potential customers with very high usage rate to our products

Customer B2 are moderate Potential customers with moderate usage rate to our products

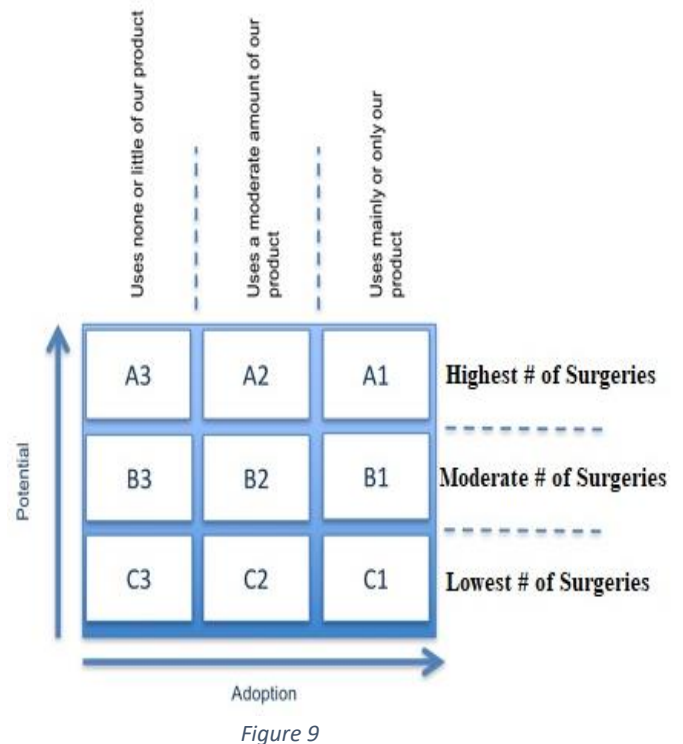
Customer B3 are moderate Potential customers with very low or non-usage rate to our products

Customer C1 are low Potential customers with very high usage rate to our products

Customer C2 are low Potential customers with moderate usage rate to our products

Customer C3 are low Potential customers with very low or non-usage rate to our products

As shown in (*Figure 9*)



6. SWOT – on brand or industry:

SWOT analysis of Medtronic analyses the brand/company with its strengths, weaknesses, opportunities & threats. In Medtronic SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

SWOT Analysis is a proven management framework which enables a brand like Medtronic to benchmark its business & performance as compared to the competitors and industry. As of 2020, Medtronic is one of the leading brands in the pharma and healthcare sector., and it needs to retain this position. Medtronic is carefully reviewing its SWOT analysis and using it to make strategic decisions. For a SWOT analysis to be conducted of the firm, an interactive process needs to be undertaken by coordinating among all the departments of the firm such as finance, marketing, operations, human resource, logistics, strategic planning, management information systems etc.

A SWOT matrix is a 2x2 matrix that has the internal strategic factors listed in the first row; Strengths and Weaknesses. It has the external strategic factors listed in the second row; Opportunities and Threats. This SWOT strategic framework allows company managers to easily view all the company's strengths, weaknesses, opportunities and threats in one matrix.

The SWOT analysis matrix helps in the development of 4 types of strategies by managers which are as follow:

- Strengths-Opportunities Strategies (SO): This involves using internal strengths to take advantage of opportunities.
- Weaknesses-Opportunities Strategies (WO): This involves improving on the company's weaknesses by making use of the opportunities.
- Strengths-Threats Strategies (ST): This involves the using of strengths to minimize the weaknesses.
- Weaknesses-Threats Strategies (WT): This involves the elimination of weaknesses to combat the threats.

The main objective of the SWOT analysis is to help in identifying the strategies that can be used by the company to build on its strengths, eliminate its weaknesses while making the most of opportunities and countering threats.

Medtronic SWOT Analysis		
	Medtronic Strengths	Medtronic Weaknesses
	<ol style="list-style-type: none">1. One of the few global healthcare products leader2. Fast industry growth with less competition3. Strong brand name and ability leverage technology in the healthcare industry4. Strong supply chain	<ol style="list-style-type: none">1. Lack of stability in performance2. Relationship with suppliers and other partners3. Weak numbers across gross margin, operating margin and net margin compared to industry averages

- | | |
|---|---|
| <ul style="list-style-type: none"> 5. Economies of scales due to large scale operations 6. Diverse portfolio of products 7. Its cutting-edge technology 8. Innovating itself on continuous basis 9. Global Presence: Niche Customer Group and Niche market leader 10. Strong in-panel healthcare professionals 11. Focus on increasing efficiency and decreasing cost 12. Interacting customer feedback and monitoring program 13. Commitment to social responsibility | <ul style="list-style-type: none"> 4. Low debt to equity ratio is a concern 5. Targeting only the niche and missing out on large customers 6. Not so dominant in all the Business unites 7. Expiring patents is a concern |
|---|---|

Medtronic Opportunities	SO Strategies	WO Strategies
<ul style="list-style-type: none"> 1. New products and new markets 2. Geographical expansion 3. Mergers and acquisitions to gain strategic advantage 4. Focus on technology and improving research capabilities 5. Increasing the offering to cater large customer base 6. Going online to reach to even remote locations 7. Maintaining the high standard and attract new customers 8. Philanthropic efforts 9. Energy and Vascular business growth 	<ul style="list-style-type: none"> 1. Acquire new companies to expand the business and increase its diversity by using Medtronic strong brand name (S3, S6, O3, O5) 2. Increasing the customers partnership by a value base program (S1, S2, S4, O5, O7) 3. Invest in innovative new products (S7, S8, O1, O4) 4. Support the community and the charities (S13, O8) 	<ul style="list-style-type: none"> 1. Increase performance stability by focusing on maintaining the high standard (W1, O7) 2. Develop the suppliers & partner relationship by Mergers and acquisitions. (W2, O3) 3. Increase the cashflow and the profitability of the new products (W3, W4, O1) 4. Expand to remote areas and online selling to gain more market share (W5, W6, O2, O6)
Medtronic Threats	ST Strategies	WT Strategies
<ul style="list-style-type: none"> 1. Mature markets – Need for geographical expansion 2. Political risk – government interventions 3. Volatile costs and revenue due to fluctuating exchange rates 4. COVID19 Pandemic that may affect the business at all. 5. Geopolitical crisis 	<ul style="list-style-type: none"> 1. Focusing on cost reduction with same efficiency to block entering of the new players to the market and to keep the profit margin (S11, T3, T6) 2. Using Medtronic brand, innovation and technology to have partnership with government to solve political, 	<ul style="list-style-type: none"> 1. Increase focus on the Mass market and larger number of customers (W5, T1) 2. Working with the government to solve its problems will make it easier to strengthen the patency (W7, T2)

- | | | |
|---|---|--|
| 6. Entry of new player with similar or better offering | Economic and COVID19 Crisis (S3, S7, S8, S10, S13, T2, T4, T5) | 3. Make use of our products that is not so dominate to help in COVID19 crisis by the Respiratory ventilators. (W6, T4) |
| 7. Duplicating the business model by existing competitors | 3. Increase sales rep in remote area and online sales & keep the customers surveying to grow the business making use of the strong supply chain (S4, S5, S12, T1, T7) | |
-

7. Market Research of Medtronic including 4Ps (product including BCG Matrix, Place , price , Promotion):

Medtronic marketing and sales strategy is focused on rapid, cost-effective delivery of high-quality products to a diverse group of customers worldwide - including physicians, hospitals, other medical institutions, and group purchasing organizations. To achieve this objective, Medtronic organizes its marketing and sales teams around physician specialties. This focus enables us to develop highly knowledgeable and dedicated sales representatives who can foster strong relationships with physicians and other customers and enhance our ability to cross-sell complementary products. Medtronic believes that it maintains excellent working relationships with physicians and others in the medical industry that enable us to gain a detailed understanding of therapeutic and diagnostic developments, trends, and emerging opportunities and respond quickly to the changing needs of physicians and patients.

In keeping with the increased emphasis on cost-effectiveness in health care delivery, the current trend among hospitals and other customers of medical device manufacturers is to consolidate into larger purchasing groups to enhance purchasing power. As a result, transactions with customers have become increasingly significant and more complex. This enhanced purchasing power may also lead to pressure on pricing and increased use of preferred vendors. Its customer base continues to evolve to reflect such economic changes across the geographic markets it serves. Medtronic is not dependent on any single customer for more than 10 percent of our total net sales.

❖ Medtronic Product Strategy:

The product strategy in Medtronic marketing strategy can be explained as follows:

Medtronic is one of the leading global medical equipment manufacturers. Medtronic manufactures and designs a wide variety of medical equipment catering in all healthcare segments. The company has different Strategic Business Units (SBU) that are also known as departments. The departments are divided depending on the roles being played, and these are what that determines that amount of finances that will be invested in the department. The reason is that the different roles earn profits or positively contribute to the company at different rates. It is for this reason that the company recently conducted a BCG Matrix to evaluate the company's market potential and the rate of medical devices market growth.

Its product width includes Advanced Surgical Technology, Cardiac Rhythm, Cardiovascular, Diabetes, Digestive & Gastrointestinal, Ear-Nose & Throat, General Surgery, Neurological, Patient Care, Patient Monitoring, Respiratory, Spinal & Orthopedic and Urological & Urogynecology. The highest number of products are in the category of cardio, neuro and general surgery. Medtronic also provides various therapies and procedures for healthcare professionals across the product segments mentioned earlier. They work with and within hospitals and find out strategies to reduce the risks involved in any treatment. Medtronic's innovative products help in huge cost cutting for the healthcare organizations which use their equipment and facilities. Its partnerships provide healthcare providers enhance access, cost and quality care.

BCG Matrix based on Medtronic Revenue for FY19 which is illustrated in (Figure 10):

CARDIAC AND VASCULAR GROUP: \$11.5B

DIABETES GROUP: \$2.4

MINIMALLY INVASIVE THERAPIES GROUP: \$8.5B

RESTORATIVE THERAPIES GROUP: \$8.2B

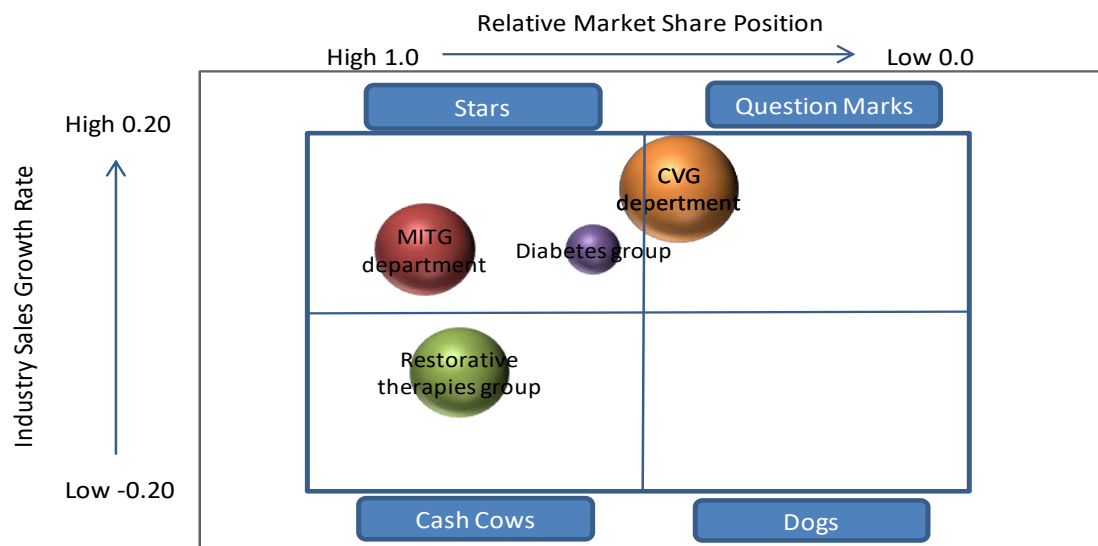


Figure 10

Based on the BCG Matrix in (Figure 10) we will find that the **MITG and Diabetes groups** are **the stars** of Medtronic will the **CVG group** is much more in the **question mark** quadrant as there are very strong competition and the company should focus on gaining more market share from the competition.

The **restorative therapies** are the **cash cow** and company will neither invest in it nor stop manufacturing

❖ Medtronic Price/Pricing Strategy:

Below is the pricing strategy in Medtronic marketing strategy:

Medtronic although a large player in the healthcare sector, but it still faces stiff competition from General Electric, Jonson & Jonson, Baxter, Criticare, Abbott, Philips, Zeiss and many more. So, in such a scenario Medtronic prices its products very cautiously & follows a competitive pricing in its marketing mix. In the diabetes segment Medtronic devices, such as paradigm reservoir costs around \$35. Price of MMT products starts from \$145. Insulin pumps starts from \$5600. So, the price of Medtronic products is found to be more than its competitors particularly due to its market penetration and markets share. The MRI machines are high priced particularly due to the quality

of MRI systems which they sell. A few of its supportive products are primarily purchased in bulks can be purchased at a subsidized rate.

So, Medtronic mostly comes with a skimming price in most of the departments, less for penetrating and competitive pricing.

❖ Medtronic Place & Distribution Strategy:

Following is the distribution strategy of Medtronic:

Medtronic products can be purchased from online medical ecommerce. Products catalogued in online stores tend to offer discounts. Also, if purchased in bulk, discounts will be availed easily. Also, the procedure of selling varies across segment of products, as each segment has got different buying preferences and requirements. Medtronic's sales team are always in search for healthcare institutions looking for medical devices, thus it becomes easy for such organizations to make a Business to Business deal and helps Medtronic to pitch in their products to any prospective enterprise. For big and expensive machines like MRI scanners, Medtronic sales depends on the requirements as the products are customizable. For small and home devices and accessories can also be purchased from hospitals and other healthcare institutions which has got collaborations with Medtronic.

❖ Medtronic Promotion & Advertising Strategy:

Following is the promotional and advertising strategy in the Medtronic marketing strategy:

Medtronic invests a good amount of money for promotional activities as it is very difficult to survive in the competitive environment. Medtronic's promotional activities & branding exercises in its marketing mix include television advertisements, billboards. Its advertisements can be seen in business websites, healthcare websites; so, that they are able to grab the attention of the enterprises looking for such products. Its website provides a good platform where they provide other healthcare solutions for professionals in healthcare sector. A major part of Medtronic's promotional activity includes building relationships with healthcare institutions, a good and long-term relationship with such institutions increases the Customer Lifetime Value and thus increasing the revenue of Medtronic at a great extent.

8. Conclusion and Recommendations suggestions for change in current practices if any to make it more effective should be discussed

After doing enough evaluation and reconnaissance, we have found that Medtronic has a very strong brand name which is an asset to the company that had been built all over the last 80 years which is a Masterbrand and after going through the marketing strategies of the company we have decided to increase the company focus on the mass market and some geographical expansion to gain more revenue.

Also, the company should have made use of the its acquisitions to increase company portfolio and for more business expansion.

Value base health care system (**VBHC**) will be a solution for the recent situation and the company will raise its partnership with the hospitals and the government from it.

Introducing new innovative products will also keep the brand/company in its level of leading the medical devices companies and it could be more profitable products to increase the profit margin and the debt to equity ratio.

We also recommend that the company should make a new pricing strategy to block the entry of new player to its market and the company is already trying to reduce cost with better efficacy.

We also recommend the company to put more investments on the MITG and diabetics groups to make use of the market growth and the departments great results this will also take us to recommend some advertisements and promotions on the TV or the social media.

The company also should exert more effort to gain market share in the CVG by hiring more sales force team.

Finally, Medtronic is the leading medical devices company and its marketing strategies are very powerful as well as its social and ethical behaviors which are very remarkable and specially with the COVID19 pandemic crisis.

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Appendices

Appendix 1

❖ STRATEGIC BRAND FRAMEWORK

We have a sound and compelling brand strategy designed to help us change impressions about Medtronic — about who we are, what we do, and the value we bring.

But we can only make this shift if we work together. Further, Together must be more than a promise. It must be a conviction that drives how we communicate and how we act.

BRINGING OUR BRAND TO LIFE

Our strategic brand framework serves as a guide to shape our communications and actions — to live our brand. It brings all the pieces together to capture the essence of who we are in the world.

The components of our strategic brand framework include:

- **Purpose**
- **Position**
- **Traits**
- **Pillars**
- **Personality**
- **Promise**

➤ OUR PURPOSE

WHAT ENDURES:

Our purpose is what drives us — our enduring commitment and contribution to the world. It is our Mission, and the declaration of our core purpose and reason for existing.

➤ OUR POSITION

OUR BELIEF ABOUT WHAT'S NEEDED TO ACHIEVE OUR PURPOSE — WHY OUR CUSTOMERS LOOK TO US

To understand our positioning, we spoke to key stakeholders. We listened carefully. We explored where their challenges lie, where we add value today, and where they need us to be in the future. We consistently heard about the need to address the challenges facing the world's healthcare systems and the opportunity to improve the continuum of care.

From those inputs, we defined our positioning — the place we want our brand to live in the minds of our stakeholders.

OUR BRAND POSITIONING

As a company deeply rooted in innovation, we believe that the power of technology to address these systemic problems has not yet been fully realized. We believe we can play a leading role in using technology to integrate care and deliver better clinical outcomes for patients and better economic outcomes for our health systems.

➤ OUR TRAITS

THE DISTINCT QUALITIES WE WANT TO BE KNOWN FOR:

To fulfill our brand promise, we are externally focused, adopting a mindset that is centered on the needs of our patients and customers. We do this by directing the way we think as an organization, how we approach our work, and the qualities we each need to demonstrate. Our traits represent the qualities we want to be known for as a company. This isn't what we say about ourselves, but rather how we would like our stakeholders to describe us.

PATIENT CENTRIC

We focus on ensuring that the patient's needs always come first and, true to our Mission, that everything we do is consistent with delivering the best possible care for the patient's benefit.

PROBLEM SOLVER

We are not satisfied with the status quo. We are passionately committed to wrestling with the most difficult problems and innovating solutions at the therapeutic, procedural, and healthcare system levels.

BORDERLESS COLLABORATOR

We recognize the challenges of healthcare today and tomorrow require us to collaborate and partner across the entire care continuum around the world, and to be restlessly and creatively bold in breaking down barriers to find solutions.

SYSTEM THINKER

Facing the challenge of providing better-integrated care, we understand this challenge can only be met by powerful thinking, and we need to think at the healthcare system level to fix patient care at the individual level.

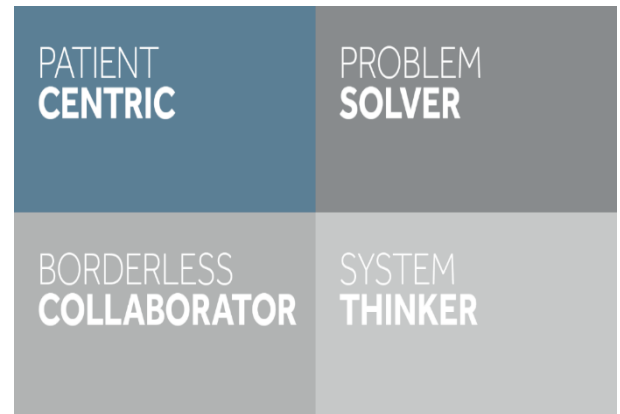


Figure 11

➤ OUR PILLARS

THE THEMES OF OUR STORY:

There are four messaging pillars that make our story meaningful to our audiences and align with our business strategy. Together, they explain what we are doing to take healthcare Further, Together.

Our pillars enable us to create a connection to our brand promise that will resonate with each of our key stakeholders. Our programs and communications should align with one or more of the pillars. That way, we ensure that we are effectively executing on our promise and telling a consistent story.

MEANINGFUL INNOVATION

Improving patient outcomes with innovations that perform clinically and make sense economically.

ALIGNING VALUE

Collaborating to ensure patient care is efficient, connected, and coordinated.

GLOBAL ACCESS

Sharing our strengths and making our technologies and services available to more people globally.

TRUSTED PARTNER

Building trust among industry partners through our dedication to quality, ethics, and fair dealing.



Figure 12

➤ OUR PERSONALITY

THE TONE AND STYLE WE USE TO COMMUNICATE

Our brand personality is the tone and style we use to communicate. Our personality comes through both visually and verbally. For example, we can use courageous and inspiring language, but we also choose bold, inspiring, and authentic photography.

✓ BRAND PERSONALITY

Our brand personality is the tone and style we use to communicate. It is our voice, but also our look. It is courageous, inspiring, and authentic.



Figure 13

✓ BRAND VOICE TACTICS



Brand voice tactics are specific writing directives designed to bring our brand personality to life through language and build an emotional connection with our audiences. They guide word choice, tone, cadence, and style. If we use the tactics in every communication, our audiences will come to see how courageous, inspiring, and authentic we truly are.

❖ BRAND VOICE EXAMPLES

TACTICS: COURAGEOUS, INSPIRING, AUTHENTIC - AUDIENCE: HEALTHCARE PROFESSIONALS

**VOICE TACTICS AT WORK: COURAGEOUS, INSPIRING, AUTHENTIC
AUDIENCE: HEALTHCARE PROFESSIONALS**

BEFORE

Microstream™ Capnography Clinical Evidence Bibliography

Medtronic is dedicated to delivering customers comprehensive monitoring solutions that are accurate, improve patient safety and enhance clinician efficiency. The nearly 200 studies in this bibliography highlight the benefits of Microstream Capnography in a wide variety of patients.

We strive to create and deliver innovative healthcare solutions, developed in ethical collaboration with medical professionals, which enhance the quality of life for patients and improve outcomes for our customers. That's why we are dedicated to ensuring that our solutions have been tested and reviewed not only by Medtronic, but also by independent, objective healthcare researchers.

Issues

Copy is lengthy and talks a lot about us vs the audience. Doesn't draw the reader in.

AFTER

We design our monitoring solutions to enhance patient outcomes and safety and to maximize your efficiency.

To illustrate, this bibliography includes nearly 200 studies that highlight the benefits of Microstream Capnography for a wide variety of patients.

You need solutions you can depend on, so we collaborate ethically with medical professionals like you to create our products. And to ensure they perform reliably, we augment our own product testing with outside reviews by independent, unbiased healthcare researchers.

Solution

Copy is shorter and more readable. Copy is welcoming and inviting.

TACTICS: COURAGEOUS, INSPIRING, AUTHENTIC - AUDIENCE: HOSPITAL GROUP

**VOICE TACTICS AT WORK: COURAGEOUS, INSPIRING, AUTHENTIC
AUDIENCE: HOSPITAL GROUP**

BEFORE

The current global healthcare situation, marked by worsening chronic conditions, rising healthcare costs, and a growing disparity between the outcomes of the wealthy and poor, demands a new approach by all.

Issues

This sentence runs long. The copy squanders the opportunity to create a collaborative effort to address the issue.

AFTER

Now is the time to come together and confront the worsening chronic conditions, rising healthcare costs, and growing disparity in care for the poor. Join us in our quest for answers.

Solution

Strong, courageous statement opens the topic, and active verb declares our commitment.

Inspiring, inclusive language and conversational call to action creates warmth and authenticity.

Appendix 2

➤ RESHAPING PERCEPTIONS

For more than sixty years, Medtronic has been at the forefront of medical device innovation. We have gained a strong reputation for high-quality therapies and the positive impact our products have on people's lives.

We have a wide variety of technologies, services, and people to help deliver the improved outcomes healthcare needs

However, we need to change the way the world sees Medtronic. Our many stakeholders have a limited view of Medtronic's capabilities beyond medical devices. We are also challenged by limited awareness in the global marketplace.

A BROAD PERCEPTION



Figure 14

❖ WE ARE A LEADER IN HEALTHCARE

We must demonstrate how Medtronic is a leader in healthcare globally by reinforcing who we are, what we offer, and why it matters to our customers and partners.

Our journey to achieve this begins with each of us. And our brand is a powerful catalyst to ignite new conversations, forge and strengthen partnerships, and reinforce our commitment to ushering in a new era of healthcare.

Appendix 3

Competitions Market share per segment

COMPANY NAME	TICKER	SEGMENT NAME	OF TOT. R EV.	MARKET SHARE
Medtronic Plc	MDT	Cardiac Rhythm Management	31.95 %	26.33 %
Boston Scientific Corporation	BSX	Cardiac Rhythm Management	25.91 %	9.62 %
St Jude Medical Inc	STJ	Cardiac rhythm management	61.48 %	13.73 %
Medtronic Plc	MDT	DIABETES	10.41 %	36.54 %
Becton And Dickinson Company	BDX	Diabetes Care	11.99 %	22.44 %
Medtronic Plc	MDT	Spinal & ENT	18.05 %	3.27 %
Johnson and Johnson	JNJ	Med. Dev. & Diag.	35.58 %	28.84 %
Stryker Corp	SYK	Spine	7.79 %	0.82 %
Stryker Corp	SYK	Total Neurotechnology & Spine	18.29 %	1.92 %
Zimmer Biomet Holdings, Inc.	ZMH	Spine	4.61 %	0.22 %
Medtronic Plc	MDT	CARDIOVASCULAR	17.98 %	12.48 %
Abbott Laboratories	ABT	Vascular	14.3 %	12.26 %
Bard C R Inc	BCR	Vascular	28.17 %	3.91 %
Boston Scientific Corporation	BSX	Cardiovascular	27.63 %	8.63 %
St Jude Medical Inc	STJ	Cardiology & vascular access	15.1 %	2.84 %
Medtronic Plc	MDT	NEUROMODULATION	11.96 %	20.99 %
Boston Scientific Corporation	BSX	Neuromodulation	6.18 %	4.89 %
St Jude Medical Inc	STJ	Neuromodulation products	9.56 %	4.55 %
Stryker Corp	SYK	Total Neurotechnology & Spine	18.29 %	18.57 %
Johnson and Johnson	JNJ	Med. Dev. & Diag.	35.58 %	17.87 %
Patterson Companies Inc	PDCO	Rehabilitation supply	11.34 %	0.34 %
Stryker Corp	SYK	Trauma & Extremities	12.93 %	0.84 %
Stryker Corp	SYK	Total Reconstructive	42.53 %	2.76 %
Stryker Corp	SYK	Total MedSurg	39.18 %	2.55 %
Zimmer Biomet Holdings, Inc.	ZMH	Reconstructive implants	79.36 %	2.39 %
Zimmer Biomet Holdings, Inc.	ZMH	Trauma	7.03 %	0.21 %
Zimmer Biomet Holdings, Inc.	ZMH	Orthopedic surgical products	9 %	0.27 %
Medtronic Plc	MDT	SURGICAL TECHNOLOGIES	9.92 %	0.8 %
Bard C R Inc	BCR	Surgery	16.84 %	0.27 %
Becton Dickinson And Company	BDX	Medical Surgical Systems	26.7 %	1.14 %
Boston Scientific Corporation	BSX	TOTAL ENDOSURGERY	25.7 %	0.93 %
General Electric Co	GE	Healthcare	12.38 %	8.73 %
Johnson and Johnson	JNJ	Med. Dev. & Diag.	35.58 %	12.79 %
Medtronic Plc	MDT	Restorative Therapies	39.93 %	100 %
Edwards Lifesciences Corporation	EW	Surgical Heart Valve Therapy	-	-

Appendix 4

Johnson & Johnson overview

Johnson & Johnson, founded in 1886 is an American company manufacturing mainly medical products and devices, pharmaceutical, and consumer packaged goods. Johnson & Johnson has its headquarters in New Brunswick, New Jersey. It has around 250 subsidiaries selling its products in around 175 countries. Johnson & Johnson is one of the leading companies of the world and listed among the fortune 500. With a very good targeting strategy followed Johnson & Johnson caters the need of all the segments of the society, from babies to adults.

➤ **Johnson & Johnson Product Strategy:**

Johnson & Johnson has an extremely wide and elaborate product portfolio. Johnson & Johnson focuses majorly on three product categories:

1. Pharmaceuticals
- 2. Medical devices**
3. Consumer products.

According to the recent study the above-mentioned categories contributed around 35%, 19%, 44% respectively of the total revenues earned for Johnson & Johnson. The company mainly caters the consumer product lines. Majorly the product category of Johnson & Johnson includes:

- Baby Category Johnson & Johnson products which include different types of massage oils, body lotions, soaps, creams, powders, nappy pads and shampoos. Within these products also there are various categories and types available.
- Johnson & Johnson Skin Care products include Clean Care facewash which are available in different flavor like apple, strawberry, lemon etc. clean care face creams, clean and clear moisturizers, cleansers etc. it also has a new category of products under Neutrogena brand name which also brings in skin care products.
- Wound care segment brings in products like Johnson & Johnson Band aid
- Oral care like mouth washes with different flavors like fresh mint, cool mint
- Pharmaceuticals products are also one of the major segments of Johnson & Johnsons. They are used for Dermatology, anti-fungal, contraceptive etc.
- **Medical equipment is also produced by Johnson & Johnson which are mainly includes products for spinal care, circulatory diseases etc. also including disposable contact lenses and diabetes testers which are the main part which is competing Medtronic**

➤ **Johnson & Johnson Price/Pricing Strategy:**

Johnson & Johnson has followed a psychological pricing technique keeping its prices in the multiples of 99 or 49. Although Johnson & Johnson products are known for its superior quality with proper packaging etc., the company has decided on affordable prices.

In its medical products category, working along with government they have priced them three products at a reasonable rate. This also depicts the companies socially responsible intentions. Johnson & Johnson has efficient team appointed for the pricing of the products. This team considers different factors like target segment, their production cost, demand, supply, and the ability to pay of the customers. After all the proper evaluations and calculations, the prices are fixed for the products.

There are certain Johnson & Johnson products like the baby care products and consumer goods where the prices charged are little high. This is because people buying such products are ready to pay even a certain high price given good quality and good health for their family.

➤ **Johnson & Johnson Place /Distribution Strategy:**

Johnson & Johnson products are available extensively because of a strong distribution network. With a total of around two hundred and thirty subsidiaries and with operations in around sixty countries it is a well-known brand with its name spread even in the remote parts of the country. Johnson & Johnson has an advantageous stand of the local windows of the operating countries which helps them link easily with the customers.

A well organized and efficient team is appointed by Johnson & Johnson who investigate all the operation and distribution of the products. They supervise and coordinate all the activities and strive to reach every targeted customer. There are also conditions in which the local manage the subsidiaries thus giving an edge over the competitors. Decentralization technique of management is followed by the company, engaging the employees.

Johnson & Johnson has a wide and well distributed distribution network as a part of its marketing mix strategy. With the growing trend of online shopping and advancement in technology Johnson & Johnson has rightly captured the opportunity and sell their products via different online portals and shopping sites.

➤ **Johnson & Johnson Promotion & Advertising Strategy:**

Johnson & Johnson has followed a very good marketing strategy, creating awareness through advertisements via different medias which are generally very eye catching. The marketing mix promotional strategy of Johnson & Johnson is to have a 360 branding. This appeals the customers to buy the products. Johnson & Johnson have realized the importance of spreading awareness about the production the market and have utilized their full capacity to reach out to people.

The Johnson & Johnson ads are placed everywhere and through all mediums, like hoardings, magazines, newspapers etc. Their advertisements also carry an emotional content majorly focusing on quality and care. Johnson & Johnson have also focused on coming up with very good packaging which is environmentally friendly.

Johnson & Johnson also comes up with a sales and promotion team for its medical supplies departments

Johnson & Johnson SWOT Analysis

Johnson & Johnson Strengths

- Below are the Strengths in the SWOT Analysis of Johnson & Johnson:

 1. Johnson & Johnson is one of the World's Most Admired Companies
 2. The United Nations awarded Johnson & Johnson the Humanitarian of the Year Award for our leading role in its Healthy Mother, Healthy Child initiative.
 3. One of the "Top 100 Companies for Working Mothers" every year since the list was initiated 26 years ago.
 4. Johnson & Johnson has strong brand presence in form of advertising media and print media for several products.
 5. Excellent distribution network as the brand is supplied to remote villages and faraway places
 6. J&J is a trusted brand
 7. Johnson & Johnson has an excellent product portfolio and high-quality offering
 8. It includes some 250 subsidiary companies with operations in over 57 countries and products sold in over 175 countries
 9. More than 100,000+ people are employed with J&J

Johnson & Johnson Weaknesses

- Here are the weaknesses in the Johnson & Johnson SWOT Analysis:

 1. Strong competition means limited market share growth for Johnson & Johnson
 2. Being a global brand means operations are disturbed by market fluctuations

Johnson & Johnson Opportunities

- Following are the Opportunities in Johnson & Johnson SWOT Analysis:

 1. Acquisitions of other smaller companies and increasing Johnson & Johnson's presence
 2. Bringing out a range of more portable products for economy class and increasing rural penetration
 3. Johnson & Johnson can tie-up with corporates, schools, colleges, hospitals etc for their business

Johnson & Johnson Threats

- The threats in the SWOT Analysis of Johnson & Johnson are as mentioned:
1. Increasing competition can reduce market share of Johnson & Johnson
 2. Spurious brands with the name like existing brand name
 3. Availability of cheap substitutes and low-priced competitors