

Johnson & Johnson

About Johnson and Johnson

- Founded by James Wood Johnson, Robert Wood Johnson I, Edward Mead Johnson
- They have 250 subsidiary companies, operates in 60 countries and products are sold in more than 175 countries
- It has an annual sale of \$70.89 Billion (2016)
- Mission statement:

To help people everywhere live longer, healthier, happier lives.

Johnson & Johnson

Business Structure

- Decentralized Operating Model
- Strategic Framework
- Words they live by :
 - Credo
 - Responsibilities
 - Compliance
 - Ethics
 - Fairness
 - Impartiality

Consumer Products

- Healthcare: Band-Aid, Neosporin, Tylenol, Benadryl, Listerine
- Baby Care: Baby lotion, powders, gift sets, moisturizers, bedtime app
- Beauty products: Aveeno, Clean and Care, Neutrogena, Lubriderm
- Medical Equipment: Surgical Items, Diabetes Care, Acuvue (Vision Care)
- Pharmaceuticals: HALDO(treats Schizophrenia), affordable Vaccines, WHO essential medicines,

Career & Diversity

- Physicians, Communication, Design, Engineering, IT, Legal, Marketing, Operations, Public Affairs, Research and Development, Sales, Strategic Planning.
- Leadership Development Program (LDP)
- Vision for Diversity: Be yourself and Change the World.
- Have been recognized for embracing diversity with awards

Social Impact

- Focus area: People, Place and Practices
- Supported Save the Children to provide humanitarian AID for Syrian refugees
- Help save 150K newborn from Asphyxia in China
- Operation Smile Mission
- Use of Renewable Resources