

SYNOPSIS

Title: A STUDY ON EFFECTIVENESS OF NEW PRODUCT DEVELOPMENT AT JOHNSON & JOHNSON

ABSTRACT:

Now a day's market is more shopper oriented and all activities of business rotate around the Customers in order to satisfy them by fulfilling their needs via effective service. The quality products of baby are found to be expensive and companies are always looking to develop the most cutting edge products. The main concern of the parents is to have best products for their child in order to keep safe and sound. Parents just not but the product easily by believing on the advertisement, they do research on the Internet by viewing product websites, consumer reports, blogs etc. and then make a decision, but the one which suits him the best. Increasing level of income, availability of better products and rising awareness have meaningfully altered the child care products industry landscape. In field of baby care product, India is found to be most preferred destination for marketers and manufacturers.

INTRODUCTION

Johnson & Johnson is American multinational medical equipment, pharmaceutical and customer packaged goods producing organization established in 1886. The company is rated No. 37 on the 2018 Fortune 500 list of the most comprehensive United States corporations by cumulative wealth. J&J is one of the world's most estimable organizations.

Johnson & Johnson is headquartered in New Brunswick, New Jersey, the customer segment being established in Skillman, New Jersey. The enterprise involves some 250 subsidiary associations with performances in 60 nations and commodities sold in over 175 nations. Johnson & Johnson had comprehensive selling of \$70.1 billion during the schedule year 2015. Johnson & Johnson's trademarks involve diverse home signs of medicines and first aid accumulations. Among its well-known buyer produce are the Band-Aid Brand range of dressings, Tylenol medicines, Johnson's Baby commodities, Neutrogena skin and beauty goods, Clean & Clear facial liquid and Acuvue contacts.

Johnson & Johnson conducts over 250 businesses in what is termed "the Johnson & Johnson family of corporations". The firm engages in three comprehensive sections; Consumer Healthcare, Medical Devices, and Pharmaceuticals.

In our assignment, our primary consideration is on Johnson's baby products of the parent organization. Johnson's Baby is U.S trademark of baby makeup's and skincare commodities owned by Johnson & Johnson. The brand records back to 1893 when Johnson's Baby Powder was launched. The products are of multiple categories baby powder, shampoos, body lotions, massage oil, shower gels, and baby wipes. The label has a credit for creating baby goods that are "particularly pure and protected" since at least the 1980s.

We will acquire a concise education about the divisions of the Johnson & Johnson Company. It will encourage us to experience the diversity of products, the company deals in. Succeeding, we will practice this perception to incorporate the fresh product series under our preferred specialty Johnson's baby. We will get accustomed to the antiquity of the company. Mission, Vision, and Objects of the company will be examined. Based on the review, all the modes concerning the novel product launch will be presented.

OBJECTIVE OF THE STUDY

- ❖ To determine the J & J Company Mission, Vision, and Objectives.
- ❖ To explain the product mix of Johnson's baby.
- ❖ To do an in-depth examination of the installation of a new product.
- ❖ To determine the styles of new product development.
- ❖ To explain the operation of Johnson's baby domain.
- ❖ To evaluate the enforcement of every department linked with new product development.

SCOPE OF THE STUDY

The study will encourage us to experience the operations of the Johnson & Johnson Company. We will determine the product mix of Johnson's baby domain. This will be educated about the schemes correlated with the launch of a new product. We will encounter the distinguished duty of every unit in the process.

RESEARCH DESIGN AND METHODOLOGY

Research design suggests assuming that type procedure of analysis which is most satisfactory for the analysis and examination of the predicament. For the investigation and the analysis of the enigma, fitting material has to be decided and obtained for the study. "A research perspective is the composition of provisions for acquisition and analysis of data in a practice that intends to connect significance to the analysis proposal with an economy in the system." Jahoda, deutish. Cook In order to know about the effectiveness of Approaching maneuvering Extension of new product in the Johnson's baby product mix. It was inevitable to communicate with the consumers of Johnson's baby product to perceive their thoughts about the new product.

A questionnaire had to be devised to accumulate estimable learning from diverse individuals. The questionnaire was outlined pleasantly to adhere to the intention of an analysis job.

Nature of Research:

In this project report, we have initiated a quantitative type of learning.

Type of questions:

The questions in the questionnaire asked consumers, who are parents of a young baby.

Type of the Questionnaire:

The questionnaire in this project report is orderly progressive and formalized.

Sampling Size

50 consumers of baby products in our vicinity

DATA COLLECTION

The analysis entailed assembling both primary and secondary data.

PRIMARY DATA

It is the first-hand data, current data accumulated to further determine the predicament at hand. Data is obtained individually for precise work through analysis. The survey was developed to assemble knowledge of the firm.

SECONDARY DATA

It is the second-hand data raised by someone else with is inferred through the internet, magazines, reports, business records, etc.

DATA COLLECTION:

The data acquisition system used was none other than the questionnaire process which is usually consolidated for the gathering of crude information. The questionnaire process is worthwhile because it serves to collect numerous abundance of knowledge about a specific respondent.

SURVEY:

The type of questionnaire engaged was that of sample type keeping in thought the time restraint and equipment, besides the viability of statistics examination. The sample questionnaire thus being taken to the precise route to arrive at the coveted address was deliberately designed to transform the process by using decided individuals.

STATISTICAL TOOL:

The apparatus for capturing knowledge was a questionnaire. A structured questionnaire was conducted. The questionnaire was composed in the view both primary and secondary purpose of the examination.

SAMPLING:

With the consumer being anonymous and given the time and resource captivity arbitrary sample was gathered from diverse characters.

DATA COMPLETION AND ANALYSIS:

After the data was assembled, it was recorded and judgments of the scheme were conferred accompanied by examination and diagnosis to arrive reliable outcomes.

LIMITATIONS OF THE STUDY

- ❖ The fundamental shortcoming of this plan is a very little time boundary.
- ❖ A division of the respondents is not supportive.
- ❖ The researcher is new.
- ❖ The sample size of the respondents is very minute.
- ❖ The method of sampling is judgment sampling.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

BIBILOGRAPHY

- https://en.wikipedia.org/wiki/Johnson_%26_Johnson
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