

Johnson & Johnson

Business Profile

Johnson & Johnson operates as an investment holding company with interests in health care products. It engages in research and development, manufacture and sale of personal care hygienic products, pharmaceuticals and surgical equipment.

when did they begin their socially responsible program

survey in 2005

Launched in 2010

The goal of the program is to raise awareness in 82,000 schools and create 1.2 million Little Doctors by 2014.

**Where is their socially
responsible work
concentrated?**

In Bangladesh's schools

**who is the main audience from
their socially responsible work**

kids that wanna learn and know about doctors. they taught them,
for how to improve health and be the doctor.

What is the impact of their socially responsible work on their business?

Their socially responsible that is trains students to be “Little Doctor” used for help to improve community health. This project impact their business about image people will see that Johnson&Johnson project care about people healthy especially children health. It build reliability in their product.

How can they build or expand their work?

Launched in 2010, novel child-to-child outreach effort selects and trains students from fourth and fifth grades to serve as “Little Doctors.” They assist their teachers on health promotion days and help their classmates learn about STH and how to prevent infection. They also encourage children who are not attending school to do so on de-wormingdays.

What other companies, would benefit from adapting a similiar program?

Maybe the other might take advantage from the typo company by getting more customers or being more popular.

From your group's opinion, why is being socially responsible good for business?

help people to promote their company.