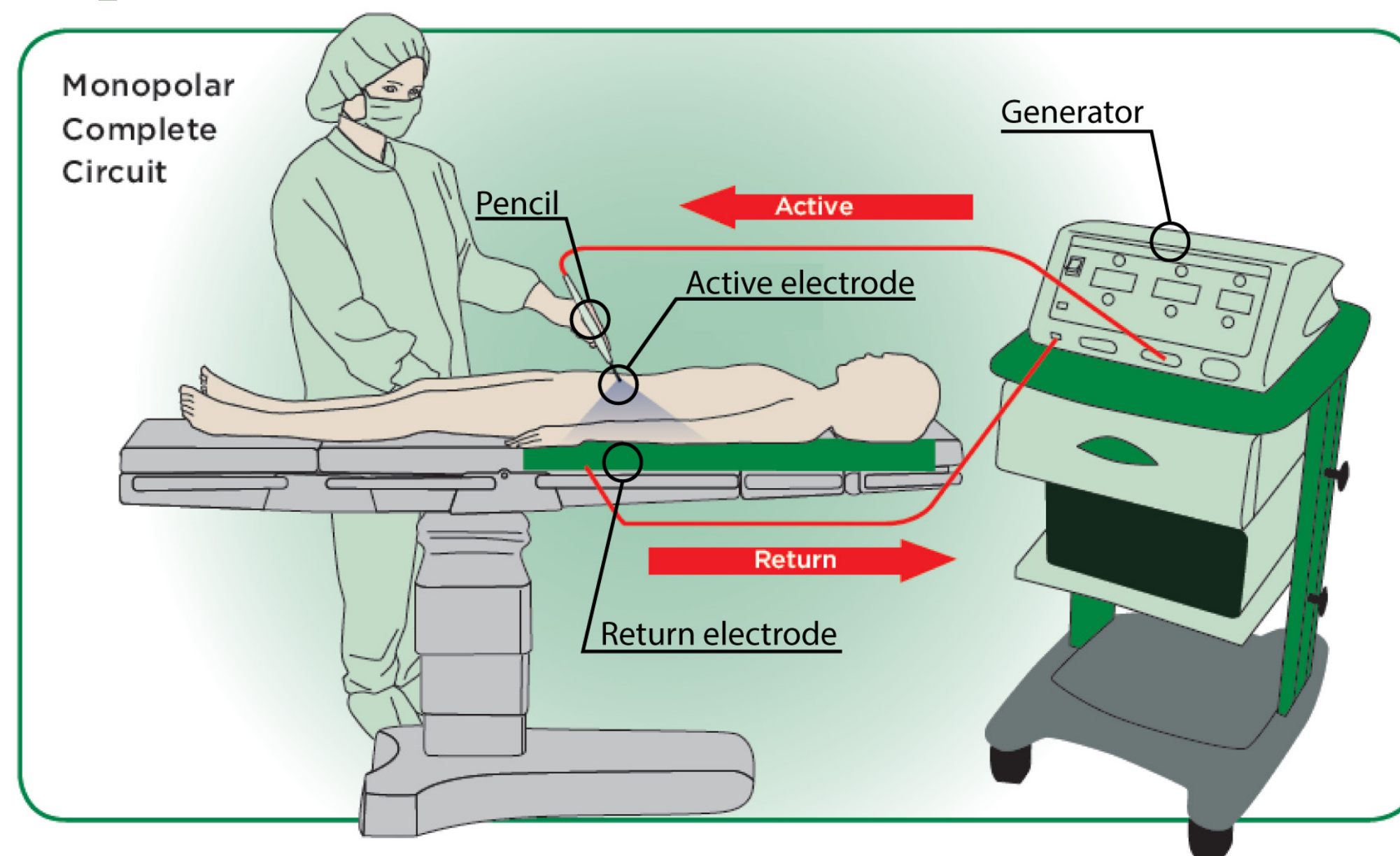


Creating a market fit for the Megadyne portfolio in Johnson & Johnson's Dutch medical context

MEGADYNE®



This project was performed for the Dutch department of Johnson & Johnson Medical Bv. In order to complete their energy portfolio, Johnson & Johnson acquired Megadyne, a producer of electrosurgical devices. These devices are a new addition to the Johnson & Johnson portfolio, however already available on the Dutch market. The challenge was to come up with a marketing strategy to position Megadyne in the Johnson & Johnson portfolio and implement the Megadyne devices on the Dutch market. To fulfill this challenge, both Johnson & Johnson and Megadyne were analyzed, as well as the market and competitors. The insights of this analysis led to the creation of a marketing strategy. The strategy defines the objectives for Megadyne in 2023. It then elaborates on the targeting of hospitals, providing a list of potential hospitals. This is followed by plans for Megadyne promotion split into promotion for both user and buyer. Finally, the strategy offers pricing solutions and portfolio recommendations that in combination with the targeting and promotion solutions contribute to achieving the objectives.

Electrosurgical generator



Electrosurgical controller



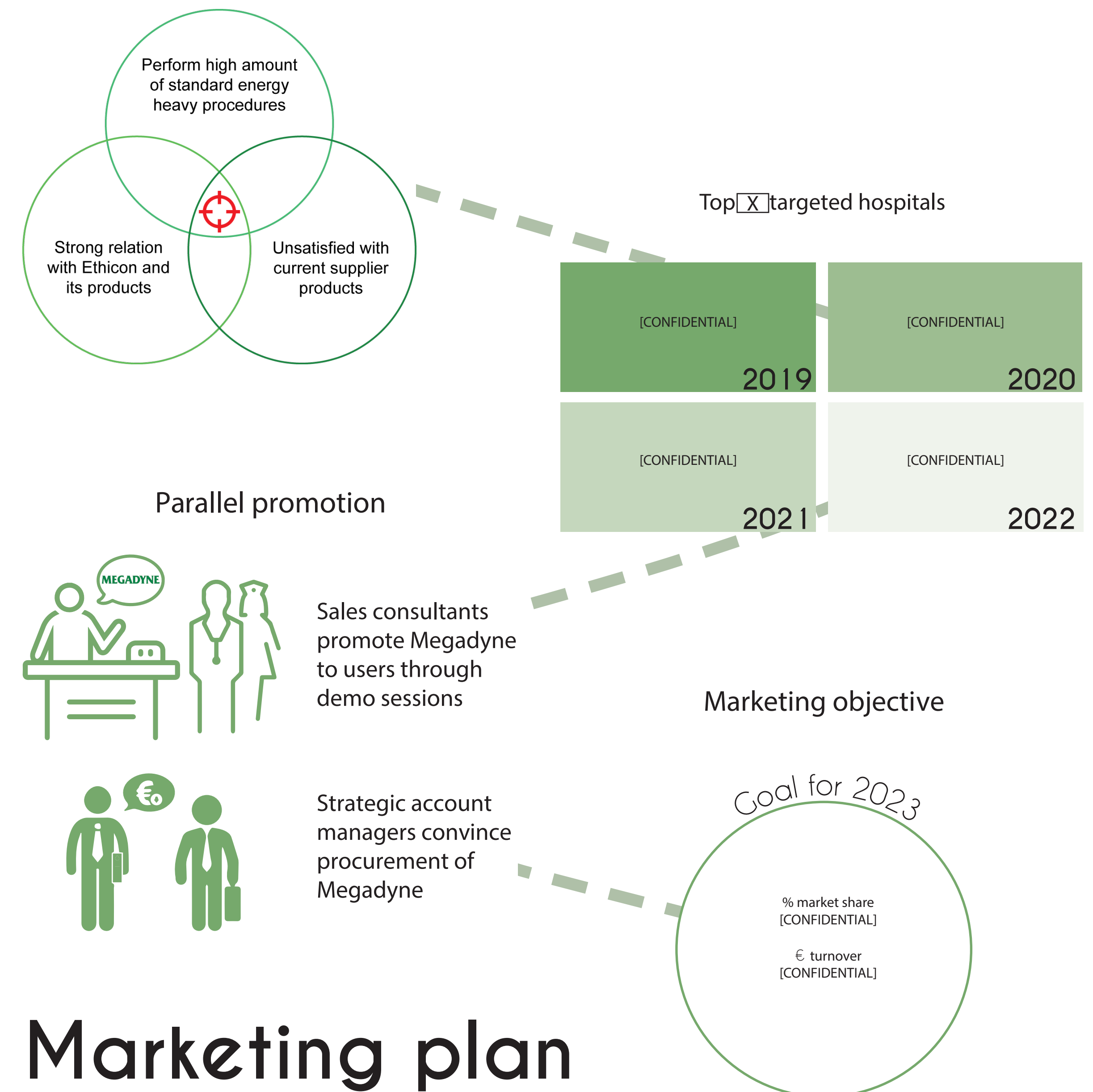
Active electrodes



Megasoft return electrode



Smoke evacuation



Marketing plan

Floris Steenbeek
 "Creating a market fit for the Megadyne portfolio in Johnson & Johnson's Dutch medical context"
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