Strategic Business Plan
Risperdal
1999
Stop the competition

Own Schizophrenia

1998 Critical Success Factors
Switching Preference from Conventional
Expand into New Markets

STOP the Competition

Own Schizophrenia

1998 Critical Success Factors
Antipsychotic NRX Share LTC Market
Maximize Reimbursement Opportunities
Expand into New Markets
Stop the Competition
Own Schizophrenia

1998 Critical Success Factors
Optimize Teamwork

Maximize Reimbursement Opportunities

Expand into New Markets

STOP the Competition

OWN Schizophrenia

1998 Critical Success Factors
1998 Lessons Learned
RISPERDAL - Base

JANSSEN CAN WIN!!!
To be the first-line antipsychotic for the treatment of both psychotic and non-psychotic disorders.

RISPERDAL - Base
Strategic Vision
RISPERDAL - Gериатрик

Стратегический вид

To be the product that healthcare professionals, families and caregivers rely on to treat late life mental disorders.
Risperdal Annual Sales

Source: Audit Sales
Projected Sales


Sales in Millions:
- 1994: 502
- 1995: 367
- 1996: 699
- 1997: 696
- 1998: 802
- 1999: Projected Sales