COMPANY PROFILE TEMPLATE:

MBA NAME: ____Dallin McLean______ **Date** Dec 18 2024

COMPANY: Microsoft

CEO Name: Satya Nadella **COO Name**: Carolina Dybeck Happe

Stock Price: 444.74

Market Cap: 3.31T

P&L – YoY:

Revenue ($): 227B Net Income ($): 72.36B

Business Model (Main Product(s):

1) Value Proposition: Empowering individuals and organizations with innovative, user-friendly technology solutions.
2) Customers Segments: Businesses, governments, and individual consumers.
3) Competitive Advantage(s): Market dominance in productivity software, extensive cloud infrastructure, strong brand reputation, and innovation in AI.
4) Revenue Streams: Subscription-based services (Office 365, Azure), hardware sales, licensing fees, and advertising revenue (LinkedIn, Bing).

Strategy:

1) Markets – Where are they active? Global presence in technology, gaming, cloud computing, and software.
2) Growth – Growth – Where/How are they driving it? Investment in AI, cloud computing, strategic acquisitions (LinkedIn, GitHub, Activision Blizzard).
3) Differentiators – How do they win? Integration across products, cloud leadership, and innovation in AI technologies.
4) Economic Logic – How do they make money? Recurring revenue from subscriptions, hardware sales, and licensing agreements.
5) **Key Competitors (if any):**
1) Google 2) Amazon 3) Apple

Key Risks to Business: Regulatory scrutiny, competitive pressures, and dependence on cloud computing growth.

News:

1) Trends: Increasing focus on AI-driven solutions, remote work technologies, and cloud services.

2) Other: Microsoft continues to expand its AI initiatives, integrating AI capabilities across its product portfolio.

Culture/ Values:

1) Published Values (“The Talk”)____ Empower every person and every organization on the planet to achieve more.
2) Real Values (“The Walk”)__ Focus on innovation, inclusivity, collaboration, and employee well-being.

Alum at the Firm (Name, Email, and Role):

1) Henrique Bronovski, Product Marketing Manager

2) Josh Nicholls, HR

3) Glenn Davalos (technically a second year, but he interned there and got a return offer), Product Marketing