

COMPANY PROFILE TEMPLATE:

MBA NAME: Tyler Allen

Date: December 18, 2024

COMPANY: Microsoft

- **CEO Name:** Satya Nadella
- **CXO Name:** Brad Smith (Vice Chairman & President)
- **Stock Price:** \$350 (approx.)
- **Market Cap:** \$2.6 trillion (approx.)
- **P&L – YoY:**
 - **Revenue (\$):** \$245.1 billion
 - **Net Income (\$):** \$88.1 billion
- **Business Model (Main Product(s)):** Software, cloud computing, hardware, and services
- **Value Proposition:** Empowering individuals and organizations to achieve more through innovative technology
- **Customer Segments:** Businesses, governments, educational institutions, and individual consumers
- **Competitive Advantage(s):** Strong brand, extensive product ecosystem, and leadership in cloud computing
- **Revenue Streams:** Software sales, cloud services, hardware sales, and advertising
- **Strategy:**
 - **Markets – Where are they active?** Worldwide
 - **Growth – Where/How are they driving it?** Expanding cloud services and AI capabilities
 - **Differentiators – How do they win?** Innovation, integration, and customer focus
 - **Economic Logic – How do they make money?** Subscription services, software licenses, and hardware sales
- **Key Competitors (if any):**
 1. Google
 2. Apple

3. Amazon

- **Key Risks to Business: Regulatory challenges, cybersecurity threats, and market competition**
- **News:**
 - **Trends: Growth in AI and cloud computing, focus on sustainability**
- **Culture/Values:**
 - **Published Values (“The Talk”): Respect, integrity, and accountability**
 - **Real Values (“The Walk”): Innovation, diversity, and customer-centricity**

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

- 1) Josh Nicholls
- 2) Ryan Kahng
- 3) Landon Eyre