

COMPANY PROFILE TEMPLATE:

MBA NAME: ___Trevor Monney_____ **Date:** ___12/14/24_____

COMPANY: Microsoft_____

CEO Name: Satya Nadella_____

CXO Name: Amy Hood_____

Stock Price: \$447.27_____

Market Cap: \$3.34 Trillion_____

P&L – YoY:

Revenue (\$): \$245 Billion_____ Net Income (\$): \$88.1 Billion_____

Business Model (Main Product(s):

- 1) Productivity and Business Processes – Microsoft Office Suite and LinkedIn
- 2) Cloud Computing
- 3) Personal Computing – Surface, Windows OS, Xbox
- 4) AI for Everyone - CoPilot

Strategy:

- 1) Position Azure as a leading cloud platform
- 2) Integrate AI (CoPilot) across all products and services
- 3) Enhance Microsoft 365 and Teams to help all organizations be more productive
- 4) Focus on hardware and devices

Key Competitors (if any): Apple, Google, Amazon, Oracle

Key Risks to Business: Intense competition, especially in the AI sector. Antitrust investigations, data privacy concerns, cybersecurity threats, rapid technological changes

News:

- 1) Trends: AI Initiatives, including significant investments in OpenAI.

Culture/ Values:

- 1) Growth Mindset
- 2) Diversity and Inclusion
- 3) Customer-Centricity
- 4) Innovation

There is a focus on continuous improvement and learning.

Alum at the Firm (Name and Role):

McKenna Erickson, Senior Market Research Manager

Jared Anderson, Director of Product Marketing

Henrique Bronovski, Product Marketing Manager