Microsoft

By Aymen Belayadi & Christian Luu

Microsoft Core Values

- Integrity
- Openness
- Honesty
- Personal Excellence
- Constructive Self-Criticism
- Continual Self-Improvement
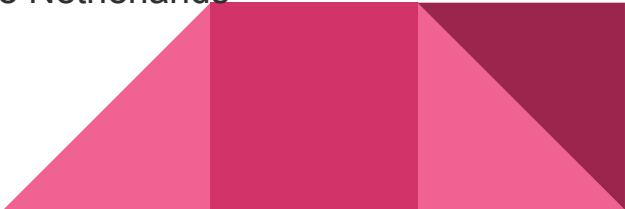- Mutual Respect

Microsoft mission

Empower every person and
every organization on the
planet to achieve more

Social and Environmental Impact

- Just like Microsoft's Mission Statement, they try to help everyone on this planet achieve more.

  "At Microsoft we believe technology should benefit everyone, not just the fortunate few. We consider it our responsibility to create and implement technology that serves the broader good. We focus our actions and investments where we can make the biggest impact, and support those who are addressing our world's biggest problems."

- In 2017, Microsoft donated more than $1.2 billion in software, and services to non-profits worldwide as part of our focus on helping people get the skills and knowledge they need in today's digital economy.
- Microsoft created their own free, private bus line to help reduce cars on the roads.
- Moving to clean energy, purchased multiple wind energy farms in the Netherlands

https://www.microsoft.com/en-us/about/values

SWOT Analysis

Strengths:

- Global Presence / Dominant Brand Image / Brand Reputation

- Easy to use products

- Large portfolio of products and services

SWOT Analysis

Weaknesses:

- Slow / Lack of Innovation

- Lack of dominant computer hardware products

- Poor investments / Advertising Market

SWOT Analysis

Opportunities:

- Artificial Intelligence and Innovation

- Affordable products

- Partnerships and Acquisitions

SWOT Analysis

Threats:

- Intense / High Competition

- Cybercrime

- Piracy