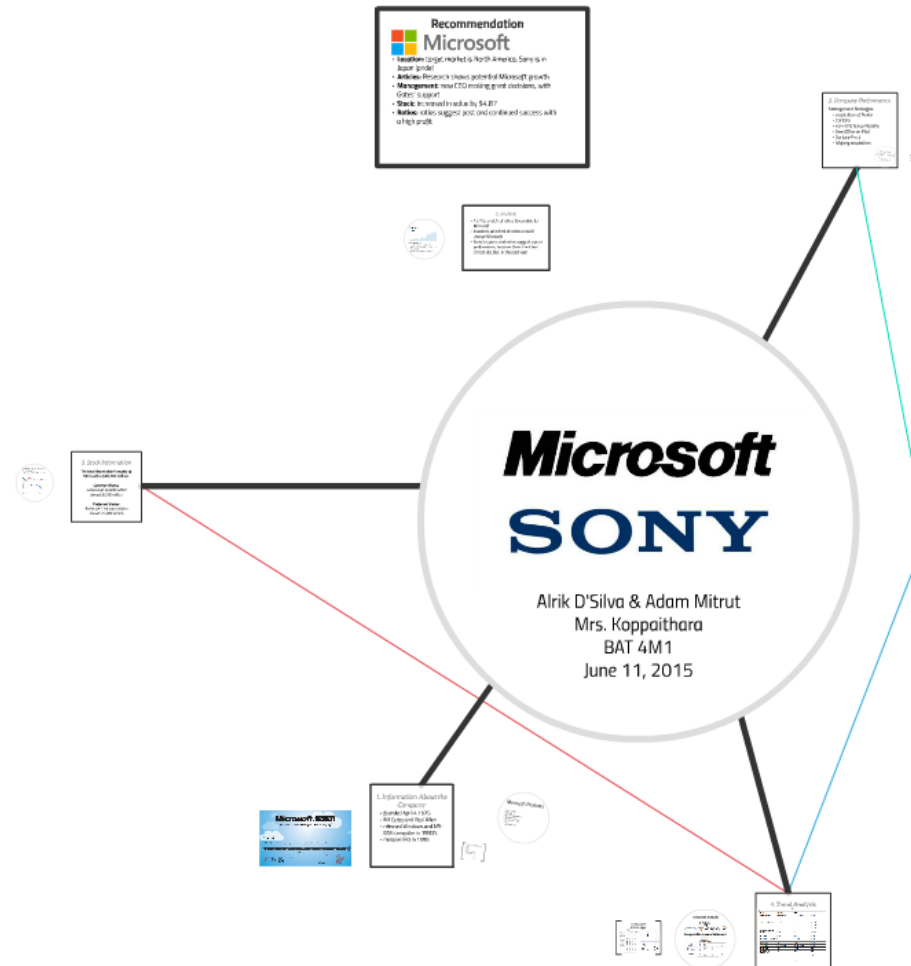


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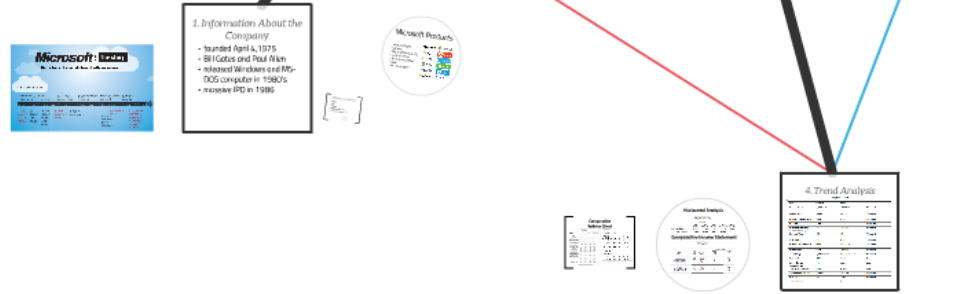
Corporate Financial Analysis Assignment Microsoft and Sony



Microsoft
SONY

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BAT 4M1
June 11, 2015

June 11, 2015



Corporate Financial Analysis Assignment Microsoft and Sony

Microsoft Subsidiaries

- Skype
- Nokia
- Hotmail
- Mojang (Minecraft)
- Over 200 subsidiaries



Recommendation



Microsoft

- **Location:** target market is North America, Sony is in Japan (pride)
- **Articles:** Research shows potential Microsoft growth
- **Management:** new CEO making great decisions, with Gates' support
- **Stock:** increased in value by \$4.87
- **Ratios:** ratios suggest past and continued success with a high profit