

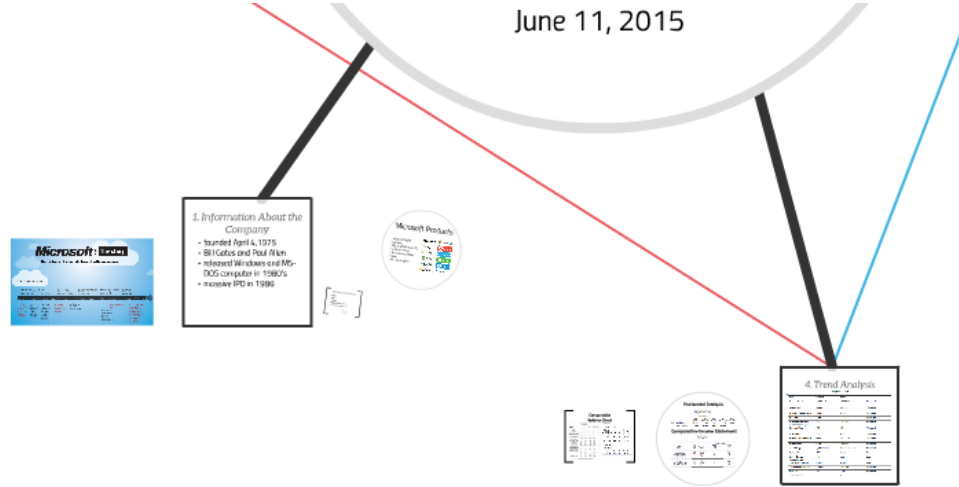
Corporate Financial Analysis Assignment Microsoft and Sony

TheCaseSolutions.com

Microsoft
SONY

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BAT 4M1
June 11, 2015

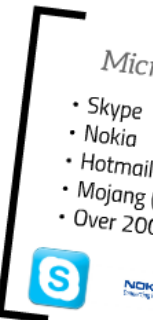
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Corporate Financial Analysis Assignment Microsoft and Sony

1. Information About the Company

- founded April 4, 1975
- Bill Gates and Paul Allen
- released Windows and MS-DOS computer in 1980's
- massive IPO in 1986



Microsoft: The story

The history of the world's largest software company

Company History



Microsoft Subsidiaries

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



NOKIA
Connecting People



 **MOJANG**

Microsoft Products

- Microsoft Office software
- Microsoft Windows OS
- Windows Phone
- Video games (Halo)
- Xbox
- Internet Explorer

Microsoft



2. *Company Performance*

Management Strategies

- acquisition of Nokia
- Cortana
- new CEO Satya Nadella
- free Office on iPad
- Surface Pro 3
- Mojang acquisition

Unusual Footnotes

"Nokia, along with other handset manufacturers and network operators, is a defendant in 19 lawsuits...allege that radio emissions from cellular handsets caused their brain tumors... We have assumed responsibility for these claims"

This footnote is not a significant cause for worry to investors, since court cases against large companies are filed often.