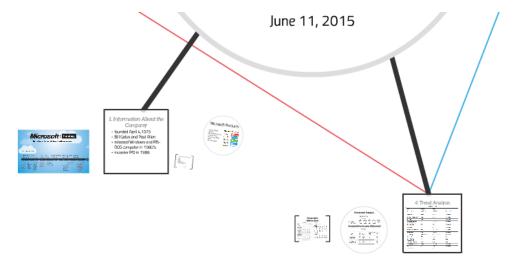


Corporate Financial Analysis Assignment Microsoft and Sony

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Microsoft SONY

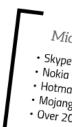
Alrik D'Silva & Adam Mitrut Mrs. Koppaithara BAT 4M1 June 11, 2015



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

Bill Gates & Paul Allen form Micro-soft in Albuquerque, NM Microsoft incorporates with Gates as Chair/CEO Gates becomes a billionaire at 31, the youngest at the time Gates receives National Medal of Technological Achievement Microsoft is investigated by Justice Dept. over antitrust issues Gates leaves Microsoft to pursue charity work

1975 1976	1981	1983	1986 1985 1988	1992	1993 1995	1998 1999 2000 2001	2005 2010 2011
Steve Jobs and Stephen Wozniak launch first Apple computer	Steve Ballmer is hired as the first business manager	Paul Allen resigns, but remains on the board; Jon Shirley becomes President	Apple sues Microsoft over its graphical user interface	Windows hits		Apple introduces the iPod Gates steps down as CEO; Ballmer becomes President/CEO	

Microsoft Subsidiaries

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







Microsoft Products

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

























2. Company Performance

Management Strategies

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

Unusual Footnotes

"Nokio, alang with other handset manufacturers and network operators, is a defendant in 19 lowsuits...allege that radio emissions from cellular handsets coused 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.