

# Microsoft case study sample

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Strategic management is the key to an organization's success. All the successful companies attribute their success to good strategic management, and Microsoft is one such company.

Nobody can think of information technology without thinking about computers. Also, one cannot think of computers without thinking about Microsoft. Today, homes and offices use Microsoft Windows as part of their daily lives. The company is one of the world's most reputable companies, currently ranked at position seven by Forbes (Smith, 2012). This is the reason I decided to pick Microsoft. Besides, I love the company. For this analysis, the information shall be obtained directly from the company's website. Reference shall also be made to the course materials and other materials with significant information about the company.

### **Company's mission**

Microsoft manufactures, develops, supports, and licenses, wide range of products and services that are related to computing. It is motivated by its contribution towards solving personal and business problems. It focuses on eight business divisions including online services, server and tools business,

productivity products and services, software and other services for Windows Phones, Skype, and interactive entertainment business (Microsoft, 2012). The company's long term mission is to help people and businesses realize their full potential (Microsoft, 2012).

## **Vision**

The main priority of the company is global diversity and inclusion. Microsoft aims at creating a corporate culture and an inclusive business environment in which the brightest and best minds work together to meet the consumer demands globally (Microsoft, 2012); employees with varied skills, experiences, and perspectives. Through collaboration of ideas, cultures, and perspectives, the company aims at greater creativity and innovation. For global diversity and inclusion, the company's pillars are representation, inclusion, and innovation.

The growth strategy is good news to investors since they are sure of better returns. The workers are also made to utilize their skills in the best possible manner thus good compensation and job satisfaction. These strategies ultimately lead to the development of quality products and services to the customers. For sure, the goals and objectives of the company are in line with the needs of the major stakeholders: to help people and organizations realize their full potential.

## **References**

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