

# Microsoft case study persuasive essay



**ASSIGN  
BUSTER**

Microsoft the world renowned multinational computer technology company started on 4th April 1975. It is started by Bill Gates who was called the new creator of the microcomputer. Micro Instrumentation & Telemetry Systems (MITS) were the first distributor of our first product the Altair BASIC.

1985 we formed a partnership with IBM and developed an operating system called OS/2. On November 10th 1983, we first announced Microsoft Windows, The next-generation operating system which would provide GUI and multitasking environment for IBM computers. After this we started developing many operating systems for home/office computers. Our Windows 98 was a massive success and was succeeded by Windows XP which took over the OS market for years and still going and finally in April 2014 we completely stop support for it.

We have also released VISTA which was not as successful as, sales from XP. We will release retail versions of Windows 7 on October 22nd 2009. In 2000 we emerged into entertainment systems. First console “XBOX” released on November 15, 2001 and then discontinued worldwide by the end 2006.

It was the Nintendo GameCube and Sony PS2 competitor. Final sales figures were 24 million worldwide. By the end of 2005 we had released the XBOX 360 which became a huge success. Now we will be soon releasing a new console completely different line of production.

Its codename is “PHENEX”. This device will allow next generation gaming without the need for physical medium. Microsoft Aims/Objectives and Plans  
Microsoft’s main objectives are to develop systems which tackle worldly

challenges. They are mainly looking to help people around the world make life easier via the use of technology.

E. g. Microsoft developed a single integrated system via the help of Global Care Solution for hospitals across Asia. The Bumrungrad International Hospital in Thailand became the best hospital across South Asia in just 10 years and became the 1st Asian Hospital to be accredited by the Joint Commission International Secondly Microsoft's aim is to look at people are developing software are able to develop far more powerful systems via the use of Microsoft development software base platforms.

E. g. is Microsoft Visual Basic which is upgraded every couple of years with modern changing systems. In the hardware domain the company has had the benefit of exponential improvement the recent decades. Recently the company successfully transited from 32-bit to 64-bit systems.

It allowed smooth running systems with the mixture of both 32/64-bit. Also it was a milestone as it made sure that expensive systems were not needed in order to have the best possible performance. In addition to this achievement Microsoft also managed to develop graphics chips for better visualization. Their plans are also to capture the web-services for connecting applications and also help individual with their research. An example of this is BING, which is a search engine similar to Google.

Microsoft aims to take the search engine market share away from rivals Google. Finally their recent plans are to capture the gaming market. This is evident via the release of games such as Microsoft Flight Simulator and consoles such as Xbox and Xbox 360. Microsoft has already started to gain a

small customer base for the gaming market. This can be said as it within a small period of around 10 years of console and second release of console the Xbox 360 gained 39 million sales worldwide which surpassed the original consoles market of Playstations which had a massive customer base for years.

But for the first time Playstation did not manage to keep its customer base as it only had 33 million sales worldwide, this is 3 million less sales than the Xbox 360. Functional Areas of Microsoft Functional areas play a big part in the business, they are one of the main concepts of a business, and they decide what is going where to make the business work. There are various functions of a business and they all link with each other to make a business 'successful'. Advertising / Marketing There are two main aspects of selling a product: Advertising and Marketing.

Advertising – is one of the key successes to promote your product, if there is a business that is providing great goods you need to be accepted, people need to look out for you, customers need to know what you are, and what you offer, so by advertising your product customers would be aware of your product.