S&P TEST

SWOT & PESTLE.com

MICROSOFT CORPORATION SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email support@swotandpestle.com.

Company Name : Microsoft Corporation

Company Sector : Information Technology

Operating Geography : United States, North America, Global

About the Company :

Microsoft Corporation is an American multinational technology company headquartered in Redmond, Washington. Microsoft develops, manufactures, licenses, supports and sells computer software, personal computers and consumer electronics. Microsoft's portfolio of products and services is varied and huge which comprises of operating systems for computing devices, servers, phones, and other intelligent devices. It also makes server applications for distributed computing environments, productivity applications, business solution applications; desktop and server management tools. It has a high market share for software development tools. Also, in the segment of video games it has made its mark. Microsoft designs and sells hardware such as PCs, tablets, gaming and entertainment consoles, phones, other intelligent devices, and also other accessories. The company generates substantial revenue by offering a wide range of cloud-based and other services to individuals and organizations, licensing and supporting an array of software products, designing, manufacturing, and selling devices, and delivering relevant online advertising to a global audience. As of early 2023, Microsoft employs nearly 221,000 people on a full-time basis of which 122,000 are based in U.S. and 99,000 internationally.

Microsoft's USP or Unique Selling Proposition lies in being the world's biggest personal-computer software company, based on sales and the world's largest companies based on its revenue. It also belongs to one of the Big Five companies in the U.S. information technology industry, besides Google, Apple, Amazon, and Facebook. Microsoft's mission statement reads "to empower every person and every organization on the planet to achieve more."

Revenue :

US $ 198.27 billion – FY ending 30th June 2022 (y-o-y growth of +18%)

US $ 168.08 billion – FY ending 30th June 2021

SWOT Analysis :

The SWOT Analysis for Microsoft Corporation is given below:

Strengths	Weaknesses
1.Strong market share, diverse products and global reach 2.R&D focus help to maintain competitive advantage 3.Consistently strong financial performance 4.New business lines in cloud computing driving growth	1.Failure in phone segment 2.Dwindling market position of Internet Explorer 3.UBS analyst downgrades Microsoft citing weakness in cloud business 4.Microsoft's layoff of ethics team raises responsible AI concerns
Opportunities	**Threats**
1.Integration of LinkedIn data with Dynamics CRM 2.Artificial Intelligence to be the next big growth driver 3.Strategic partnerships and acquisitions to facilitate growth 4.Expansion in telco and space services by Microsoft Azure	1.Threats from established and emerging competition 2.Cyber security attacks increasing in sophistication 3.Anti-Monopoly and other lawsuits risks 4.Increasing pressures on Microsoft to address compliance issues

PESTLE Analysis :

The PESTLE Analysis for Microsoft Corporation is given below:

Political	Economical
1.Corporate participation in public policy process and political contributions 2.Increase in H-1B and L-1 visa fees 3.Increasing cyber-attacks by Russia amidst the war	1.Impact of COVID-19 pandemic on global spending 2.Significant number of layoffs due to economic uncertainty
Social	**Technological**
1.Shortage of skilled talent in STEM fields impacting local recruitment 2.Increasing work from home culture boosting utility of remote productivity tools	1.Cloud Computing applications and infrastructure gaining momentous traction 2.Leveraging technology for supply chain agility, automation and sustainability 3.Harnessing the power of the cloud for quantum computing
Legal	**Environmental**
1.Losses from software piracy 2.Involvement in antitrust lawsuits and violations 3.Signing of Inflation Reduction Act into law	1.Energy efficiency in data centres and overall operations 2.Responsible water stewardship and waste management 3.Partnership to utilise solar value chain

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Microsoft Corporation** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**

Buy Now

* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."

S&P
SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com