

MICROSOFT

FUNDAMENTAL ANALYSIS OF A COMPANY

Business description

Industry - IT, Internet, Software & Services

Founded - 1975

Headquarters - Redmond, Washington,
United States

CEO - Satya Nadella

Employees - 103,000

NASDAQ ticker - MSFT

Market cap. - 1.705 T

Current share price - \$228.56 (14.10.2022)

Shares outstanding - 7.46 B

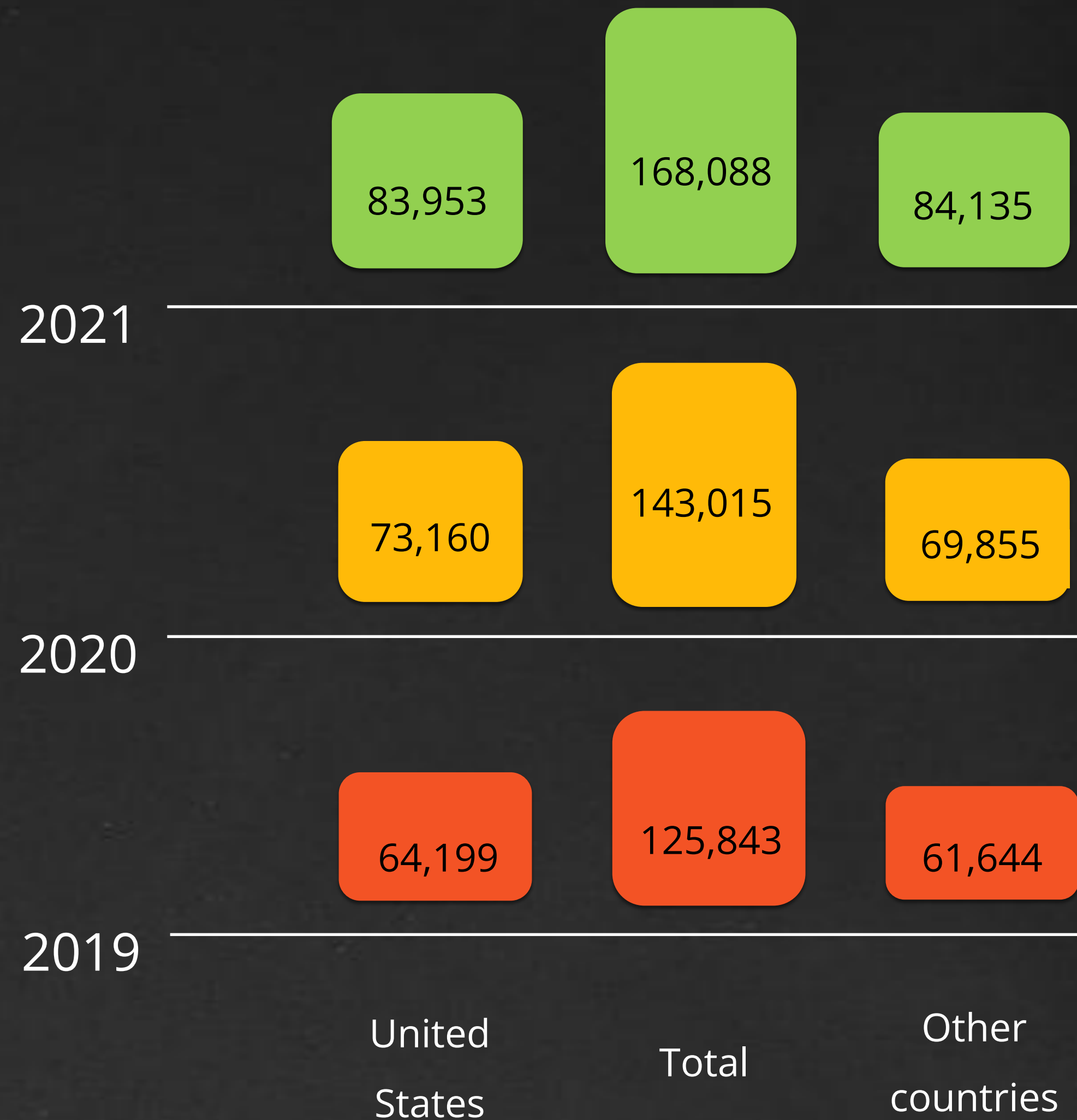
Free float - 7.45 B (99,95%)

Fin summary (2021):

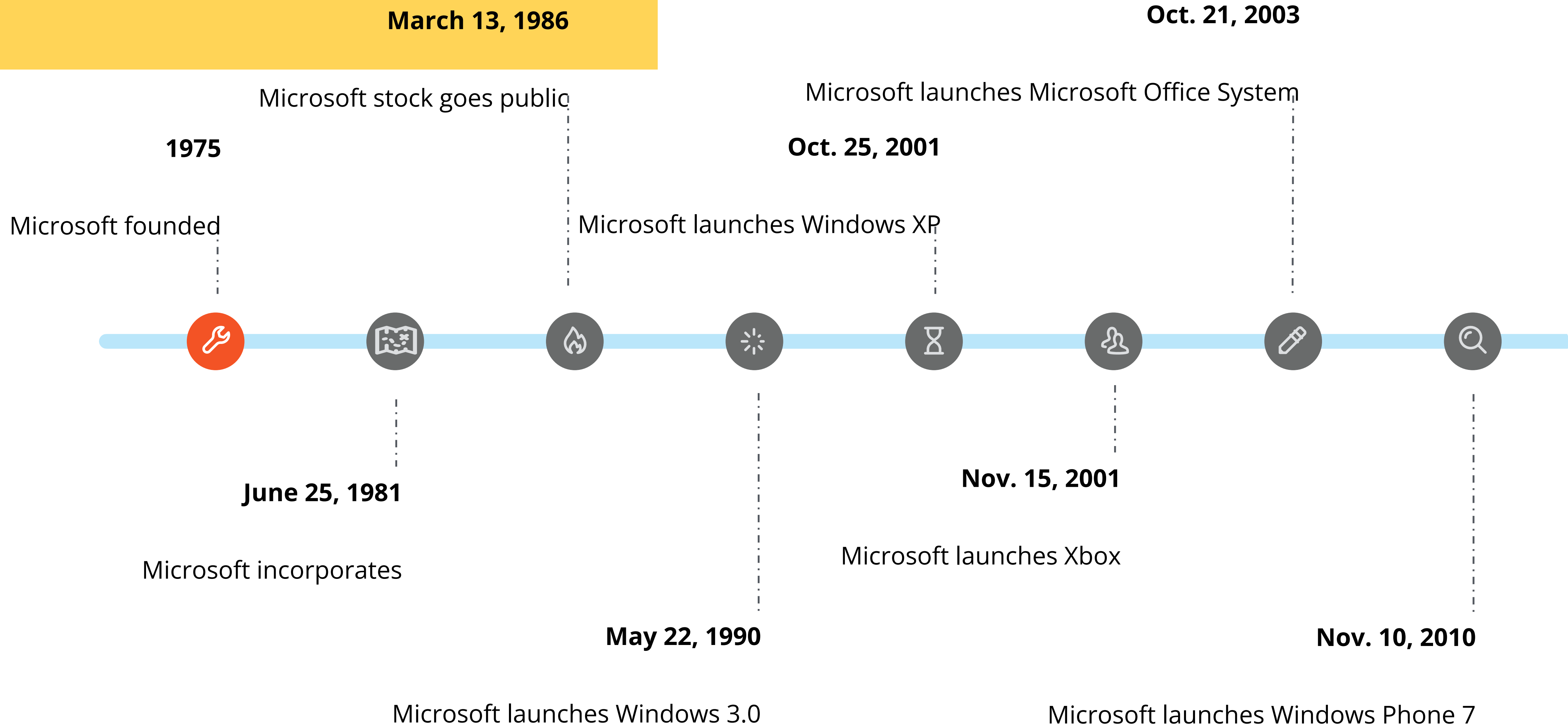
Revenue - \$168 B

Assets - \$333.8 B

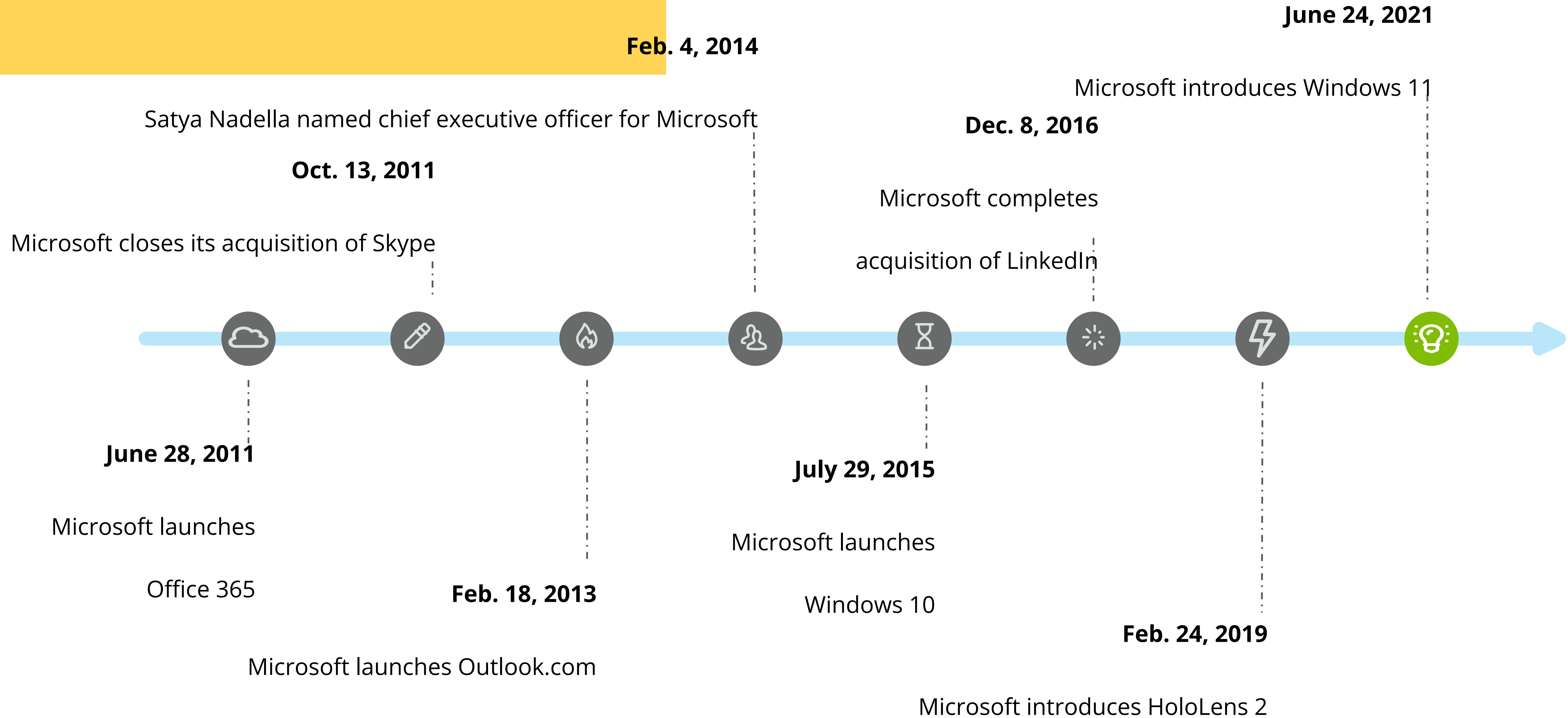
Profits - \$61.3 B



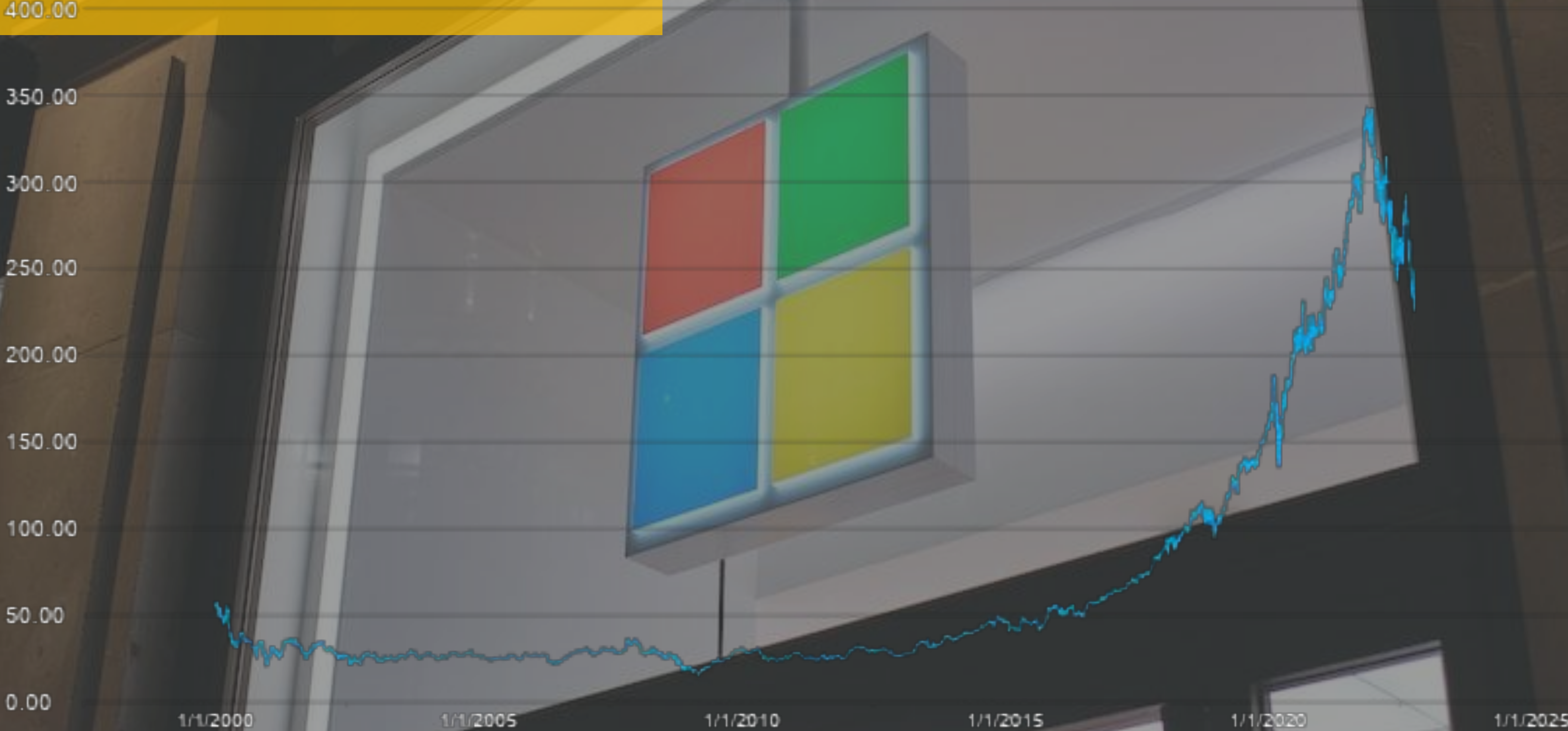
Historical overview



Historical overview



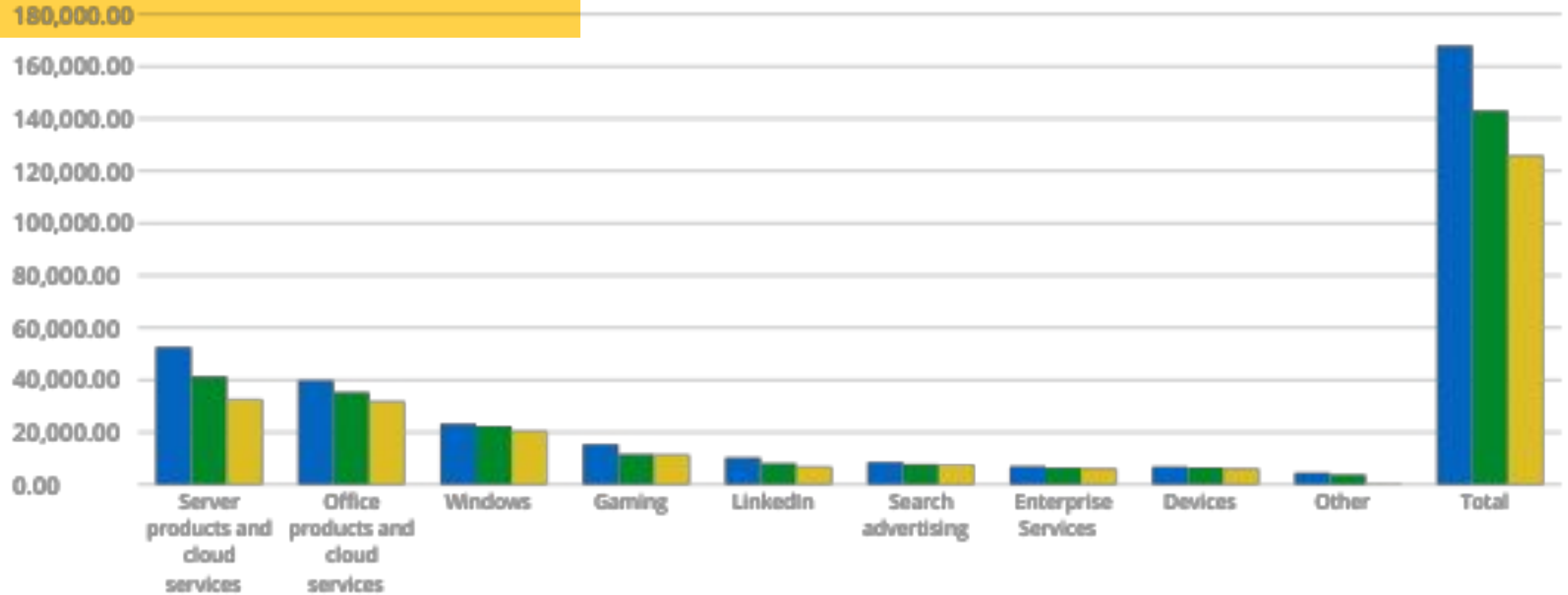
Stock price dynamic



FY	2021	2020	2019
Server products and cloud services	\$ 52 589,00	\$ 41 379,00	\$ 32 622,00
Office products and cloud services	\$ 39 872,00	\$ 35 316,00	\$ 31 769,00
Windows	\$ 23 227,00	\$ 22 294,00	\$ 20 395,00
Gaming	\$ 15 370,00	\$ 11 575,00	\$ 11 386,00
LinkedIn	\$ 10 289,00	\$ 8 077,00	\$ 6 754,00
Search advertising	\$ 8 528,00	\$ 7 740,00	\$ 7 628,00
Enterprise Services	\$ 6 943,00	\$ 6 409,00	\$ 6 124,00
Devices	\$ 6 791,00	\$ 6 457,00	\$ 6 095,00
Other	\$ 4 479,00	\$ 3 768,00	\$ 307,00
Total	\$ 168 088,00	\$ 143 015,00	\$ 125 843,00



Product portfolio analysis



Revenue by products

- 2021
- 2020
- 2019

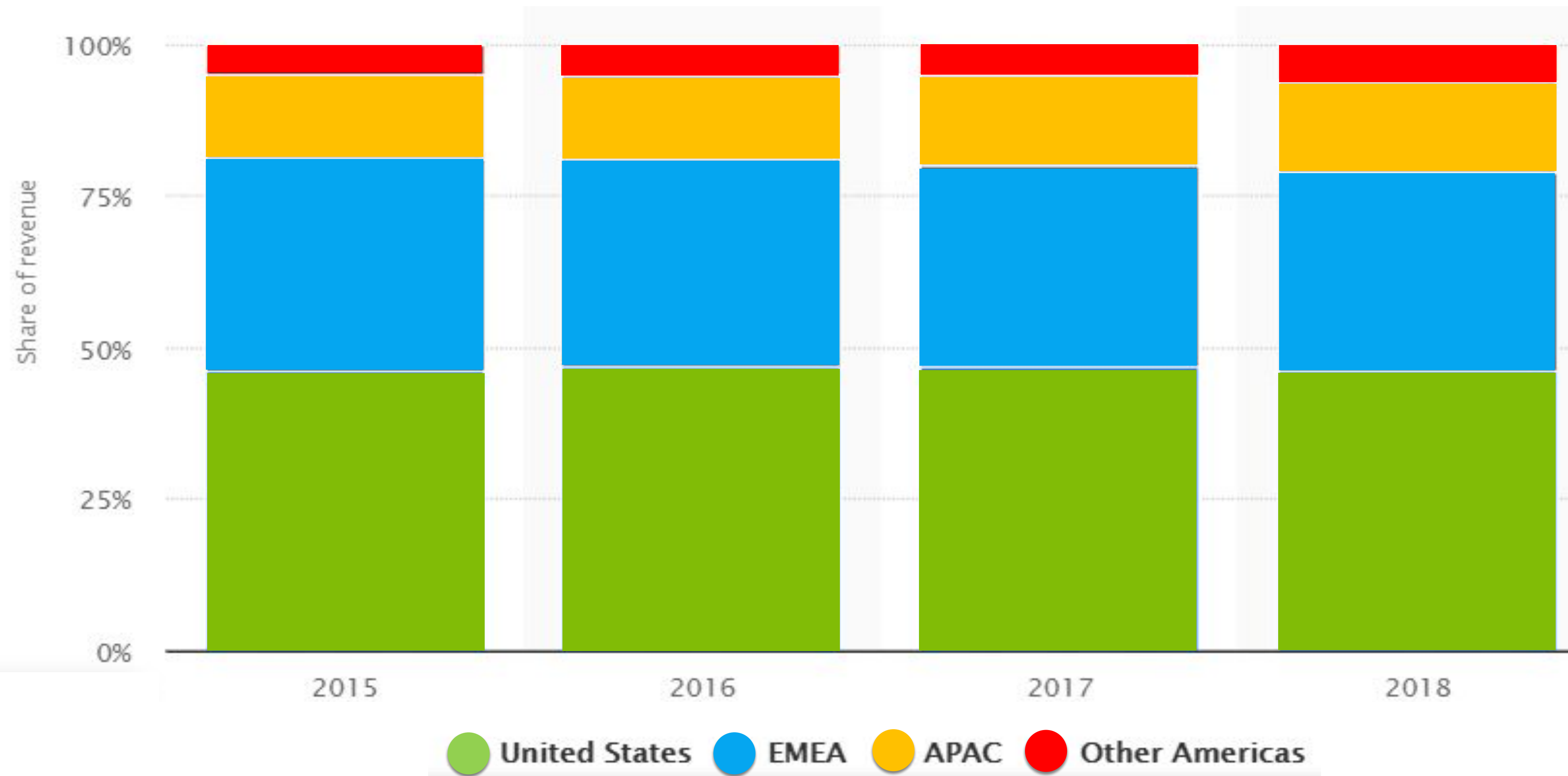


Key strengths



THE MAIN RESOURCE BY MICROSOFT IS PEOPLE ASSETS AND EXPERIENCE RECEIVED BY THE COMPANY DURING LIFETIME

Geographic location



One major strength of the brand is its global presence. It operates across more than 310 countries worldwide.



EV

As of June 2020, Microsoft had an EV of almost \$1.5 trillion.

TOTAL SHAREHOLDER EQUITY

Microsoft's total shareholder equity was \$102.3 billion on June 30th, 2019.

SHARE REPURCHASES

In fiscal 2019, Microsoft spent \$19.5 billion on share repurchases.

DIVIDENDS

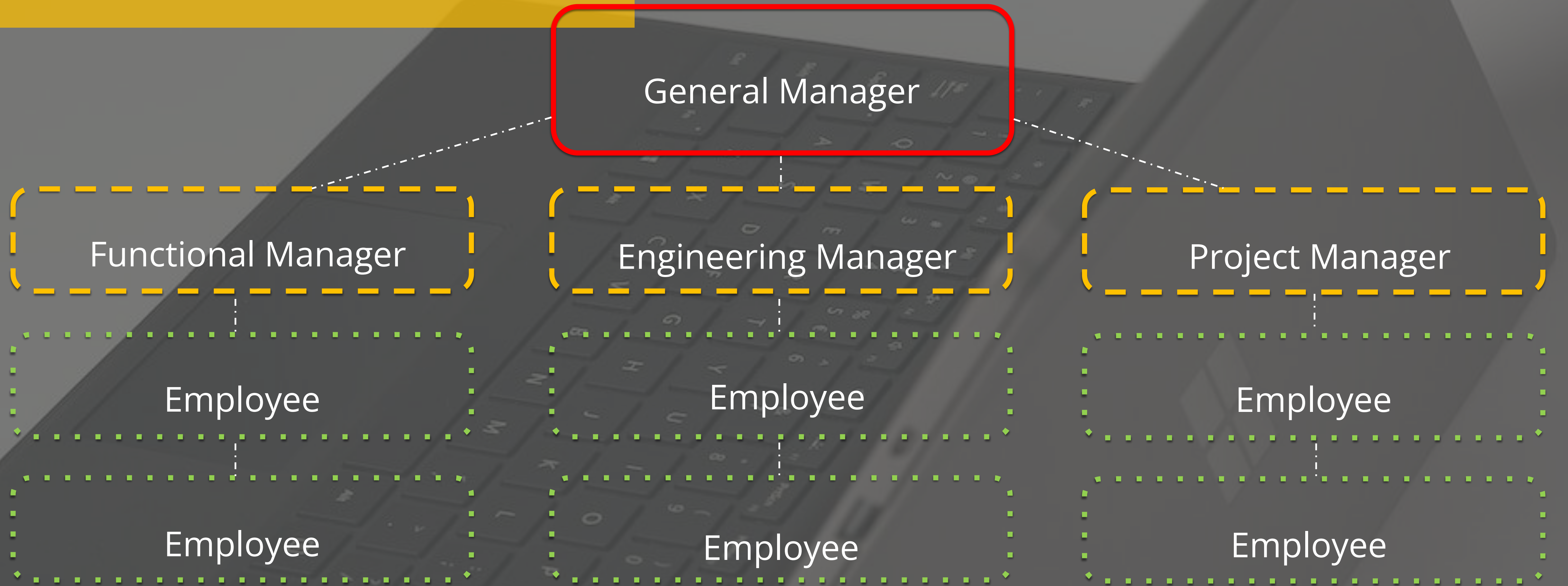
In fiscal 2019, Microsoft paid \$13.8 billion on dividends.

STRUCTURE OF SHAREHOLDERS

SHORT-TERM DEBT

In its 2017 annual report, the company listed \$9.07 billion in short-term debt. In 2018 and 2019, the company reported no short-term liabilities.





MICROSOFT ORGANISATIONAL STRUCTURE





SOCIAL RESPONSIBILITY

The following are the major stakeholder groups significant in Microsoft's business, arranged according to the company's prioritization in its CSR strategy:

- Investors
- Customers
- Employees
- Communities



Key drivers of revenue

Operating Segments:

- More Personal Computing
- Intelligent Cloud

Productivity And Business Processes

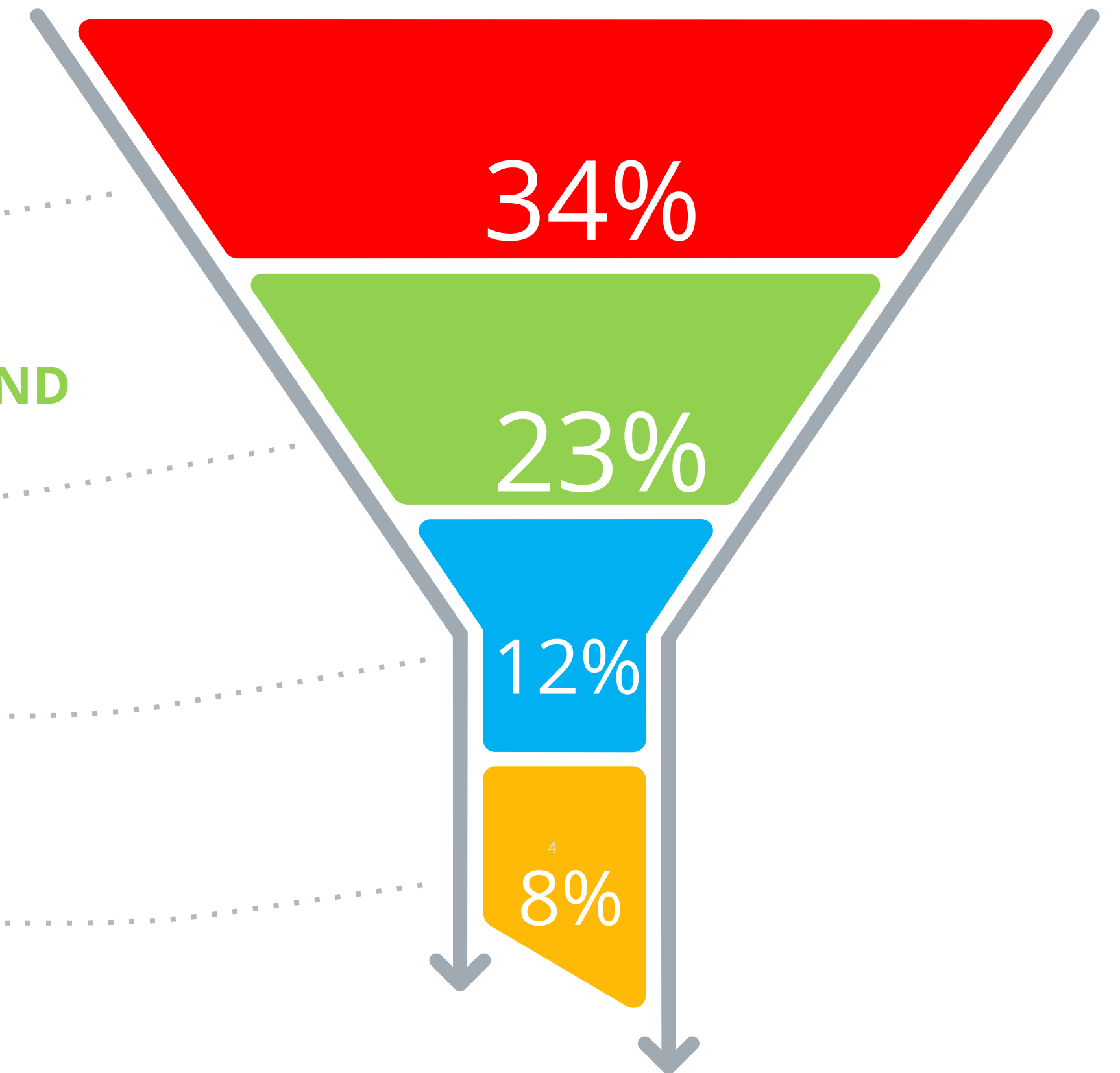


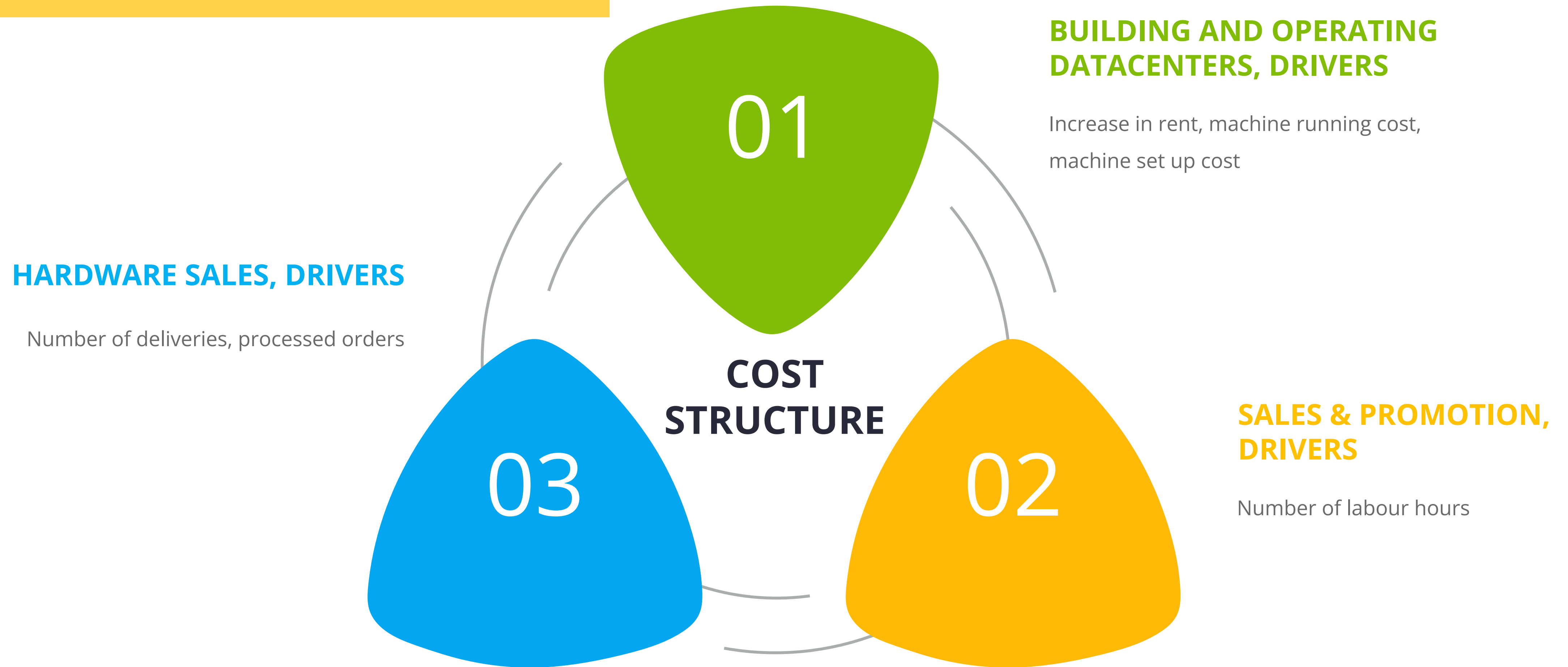
SERVER PRODUCTS & CLOUD SERVICES

OFFICE PRODUCTS AND SERVICES

WINDOWS

GAMING





ECONOMIC FACTORS

- Considerable economic stability of the majority of developed countries
- High growth of developing countries
- Growing middle class disposable income

SOCIAL FACTORS

- Growing Smartphone Market
- Shortage Of STEM Professionals

TECHNOLOGICAL FACTORS

- Rapid adoption of mobile technology
- Increasing volume of online transactions
- Increasing automation in businesses

ECOLOGICAL/ENVIRONMENTAL FACTORS

- Increasing preference for green products
- Increasing focus on business sustainability
- Increasing availability of recyclable materials

MEDIA FACTORS

- Change in media landscape

POLITICAL FACTORS

- Political stability in the majority of markets
- Increasing governmental support for automation
- Increasing international trade agreements

LEGAL FACTORS

- Increasing electronic waste disposal regulations
- Improving patent laws
- Energy consumption regulations

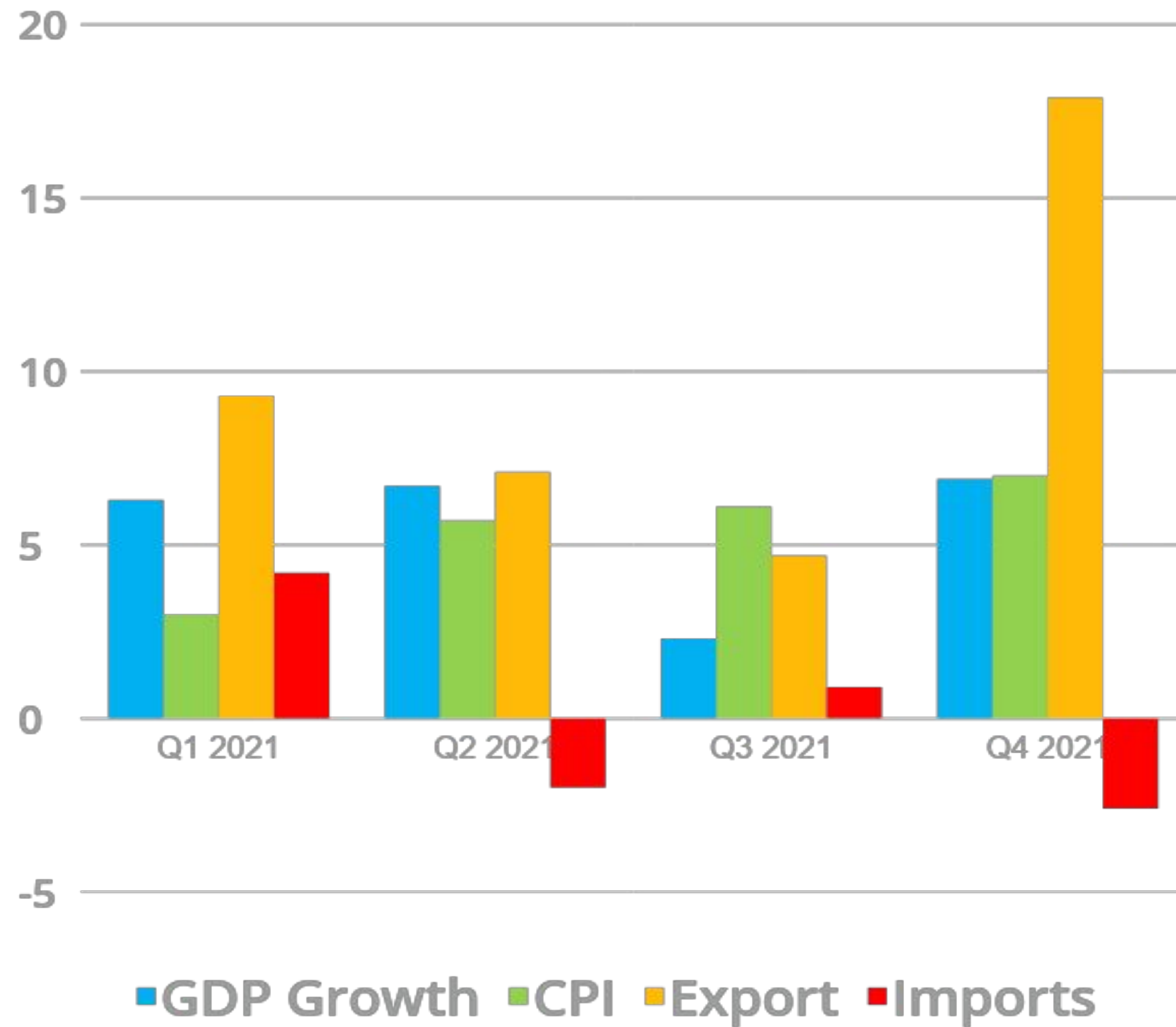
ETHICAL FACTORS

- Artificial intelligence technologies development
- Responsible gaming trends

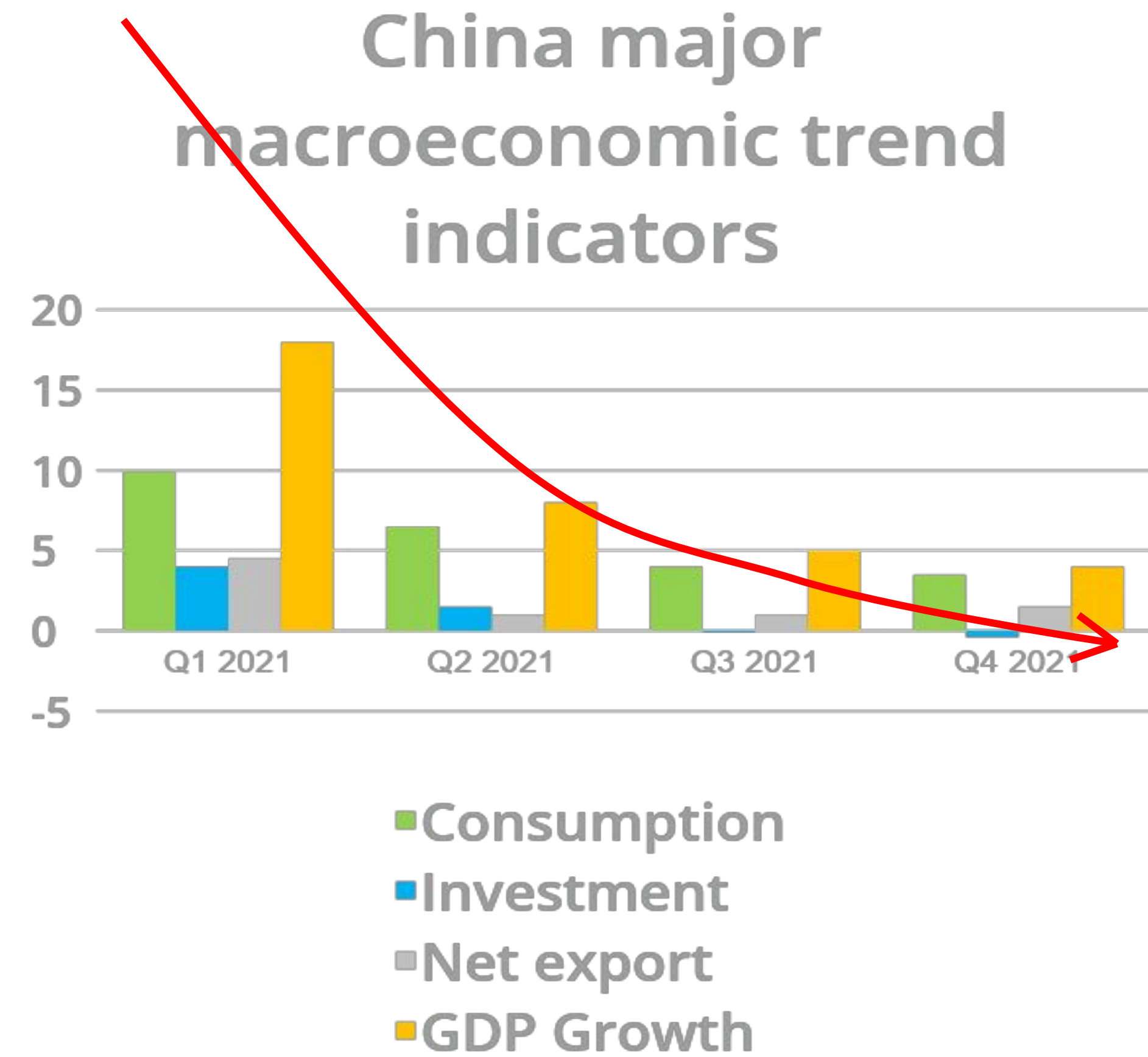
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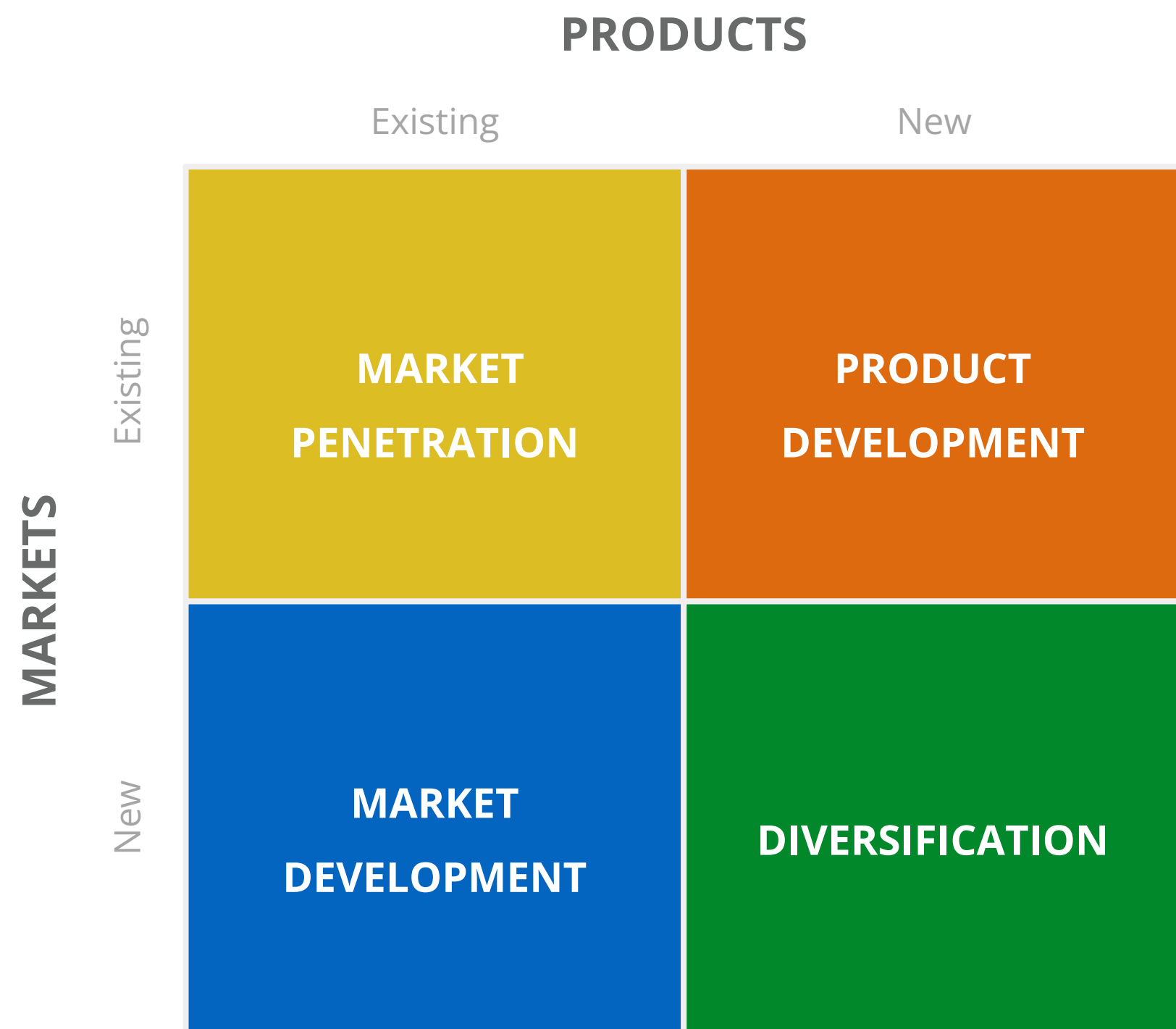
US MAJOR MACROECONOMIC TRENDS INDICATORS



CHINA MAJOR MACROECONOMIC TREND INDICATORS



ANSOFF MATRIX, MICROSOFT CASE



MARKET PENETRATION:

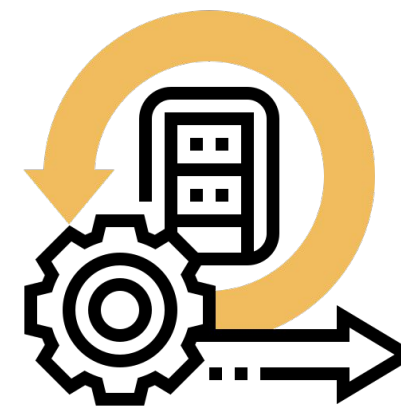
Selling Windows software and devices to 100+ Microsoft stores worldwide



PRODUCT DEVELOPMENT:

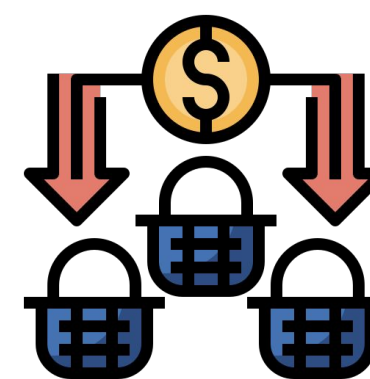
Stable R&D processes through:

- Applications and Services Engineering Group
- Cloud and Enterprise Engineering Group
- Windows and Devices Engineering Group



MARKET DEVELOPMENT:

Launch a product in limited number of countries and then make it available in the global scale.



DIVERSIFICATION:

Occasional usage of the strategy. Example: cloud service business in 2006.





Microsoft

NORDSTROM

THANK YOU