**Microsoft**

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* Microsoft is an American multinational corporation which has the headquarter in Redmond and Washington. It develops, manufactures licenses, supports and sell computer software and personal computer services. It has Microsoft Windows as its triumph card an operating system dominating the operating system market with Google as its biggest rival. One of the world’s most valuable companies until early 2000 when Apple, Google, and Facebook came about
* Founded by Bill Gates and Paul Allen on April 4 1975, as being childhood friends with interest in computers when they were hard to get. They Started their own company after doing Basic Programming for MITS Makers of Altair 8800. Had Billgates as their 1st CEO. Name Microsoft given by Allen “Microcomputer and software”
* Released first operating system known as Xenix in 1980 running Microsoft Words Predecessor. Introduced its mouse in 1983 later on Microsoft Office in 1989. Furthermore, Internet Explorer and Xbox Gaming Unit in the coming Years
* Windows had an 87.03% share of the worldwide desktop operating system segment in October 2020. $48.25 billion of Microsoft's $143.015 billion in 2020 revenue came from the More Personal Computing segment
* It had a Vision Statement of “To empower every person and every organization on the Planet to achieve more”. Furthermore, the company followed many strategies like having a huge portfolio and interlinked services and the use of BCG matrix to understand the Main Stars of the company like Windows. Used several intermediaries in between them and customers as they have rose so much globally. Having Windows pre-installed in HP and Dell and targeting all the age groups in the target Market
* All unessential workers of United States Microsoft started working remotely during and after covid. Covid lead to an increase in working weeks by 10%. There is less innovation due to remote work but Revenues rose by 6.17$ Billion Dollars in Covid
* I would recommend Microsoft to move to potentially growing developing countries having a huge gaming base for their consoles, innovation in hardwires, increase in Cyber Security for operating Systems and Diversifying into new Markets like Laptops and PCs or Hardware Production.

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