Memorandum

DATE: October 12, 2016

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FROM: John Smith, ECS 3390.001

SUBJ: Microsoft Watch Feasibility Report and Persuasive Speech Outline

**Industry Background**

Microsoft is ranked the 25th largest company on the Fortune 500 [1]. Microsoft entered the mobile device market late [2]. Microsoft is on the verge of entering the wearable accessories for mobile devices late [3]. Write 1 paragraph on the industry background related to your topic that you are doing your feasibility report on.

**Problem Statement**

Microsoft does not have any wearable accessories for their mobile devices [2]. Use 1-2 sentences to boil down the problem into a 1-2 sentence statement.

**Options**

There are three options available. They are:

* Option 1: Do nothing
* Option 2: Develop software and hardware
* Option 3: Develop software and partner with a company for hardware

**Option Assessment**

*Option 1: Do Nothing*.

Write 1-2 paragraphs on the strengths and weaknesses of the option.

*Option 2: Develop software and hardware.*

Write 1-2 paragraphs on the strengths and weaknesses of the option. Fig. 1 shows … [1].

Fig. 1 [4]

*Option 3: Develop software and partnership with a company for hardware.*

Write 1-2 paragraphs on the strengths and weaknesses of the option.

**Recommendations**

I would recommend the following:

* Microsoft pair with a famous watch company such as Swatch or Fossil to create a wearable accessory.
* Doing nothing is not a viable option as any technology company that does not continue to innovate usually loses market share.
* Continue with recommendations.
* Use bullets up to 5 points.
* Use numbers if you want a certain recommendation to take place before the next recommendation in the list or when there are more than 5 bulleted points for recommendations.

References

[1]

[2]

[3]

[4]

[5]