Public Limited Company: Microsoft

What is a Public Limited Company? A company whose shares are freely sold and traded the public market, these can be bought by anyone and gives them a small amount of the business.

Explain the advantages: The shares can be sold over the stock market, better access to borrowing capital; shares can be advertised, cheaper borrowing and bulk purchasing.

Explain the disadvantages: The business must hire an investment banker and securities lawyer; other people can buy a substantial amount of shares and have a strong voice in the board of directors.

Identify the purpose of the business: To make money by selling computers and software.

Describe the activities of the business: Make, sell and develop computers and software.

Describe the ownership of the business: This business is owned by all off the shareholders who have stock in the company.

Describe the size and scale of the business: The size is very big as they have many people working; the scale is also very big as they sell very much.

Identify the links between ownership and size and scale: The ownership is very big as there are many shareholders, this means they have allot of money in the business so they are able to have a big amount of people working there so they have a big size, and with a lot of people they can sell a lot of stuff so they have a big scale.

Explain the sector the business is in and why it is classified this way: It is in the secondary sector as it builds and designs products to people.

Identify the local and national competitors: Local competitors: MCSE, they are a local software developing company. National competitors: Apple as they sell and develop similar products.

Show two suitable images to represent the business:

