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| Windows Vs. OSX Financial Analysis |
| Minor Report |
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**Date: October 30th 2014**

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# ****Executive Summary****

**Based on the availability and pricing of Windows, Windows has the lowest price and most readily available. Apples OSX Requires a purchase of a laptop at the base price of at least $949 to acquire whereas it takes only $219 to acquire a laptop with a windows laptop.**

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# ****1.1 Operating Systems Market Share****

**Based on the markets top operating systems Microsoft’s Windows operating system takes 91% of the market share and Apple’s Mac OSX only takes 7% of the market** (netmarketshare.com, 2014)**. Why is this? Well it may be because of the price and availability to acquire the operating systems is the problem.**

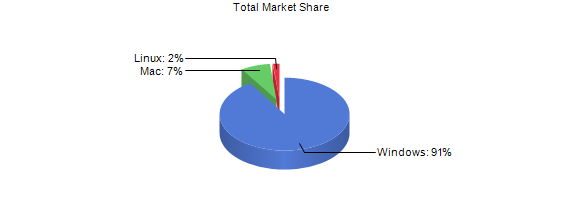
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Figure Market Share of Operating Systems (netmarketshare.com, 2014)

# ****1.2 Buying Windows Operating System****

**We began by examining the Windows operating system by Microsoft. Microsoft offers several versions of their operating system the newest being Windows 8.1. Ranging from $69.99 for the student version to $249 for the professional version** (Microsoft, 2014)**.These price ranges allow most budgets to have an option to get a copy for Windows 8.1. Microsoft also currently supports the operating system’s users with updates and patches for Windows 7 and Vista** (Microsoft, 2014)**. Sadly these cannot be purchased from the Windows store.**

# ****1.3 Apple OSX Operating System****

**Next we examined Apple’s website to see if they offer a way to add OSX to any computer similar to Windows. OSX is only offered on their branded laptops** (Apple , 2014)**. This does limit the options for a perspective buyer seeking options for operating systems. The minimum amount of money to spend to acquire a Mac laptop is the Macbook Air starting at $999 with the basic hardware.** (Apple, 2014)

# 1.4 Price To Acquire By A Major Retailer

In order to see cost difference as a consumer would we examined major retailers to see what the lowest cost ways to acquire each operating system. We started by looking at the Macbook Air, being the cheaper of the 2 options available the other being the Macbook pro. Retailers at the lowest at the time had a sale until October 30th where the lowest price a consumer could get on OSX operating system laptop was $949 (Future Shop, 2014). The consumer looking for Windows on the other hand can find not just the windows software (Future Shop, 2014) but also laptop with windows operating system already installed for as low as $219.97 (Future Shop, 2014). From what a consumer has available to them from a major electronics retailer it is more financially feasible to get a windows based laptop then an apple laptop.

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