

Global marketing

Company - Microsoft

Sorokin Roman
Panteleev Edvard

Company's information

- **Microsoft Corporation** is an American multinational software corporation headquartered in Redmond, Washington.
- Microsoft was established to develop and sell BASIC computer software for the Altair 8800
- The company was founded by Bill Gates and Paul Allen

Behind the brand creation

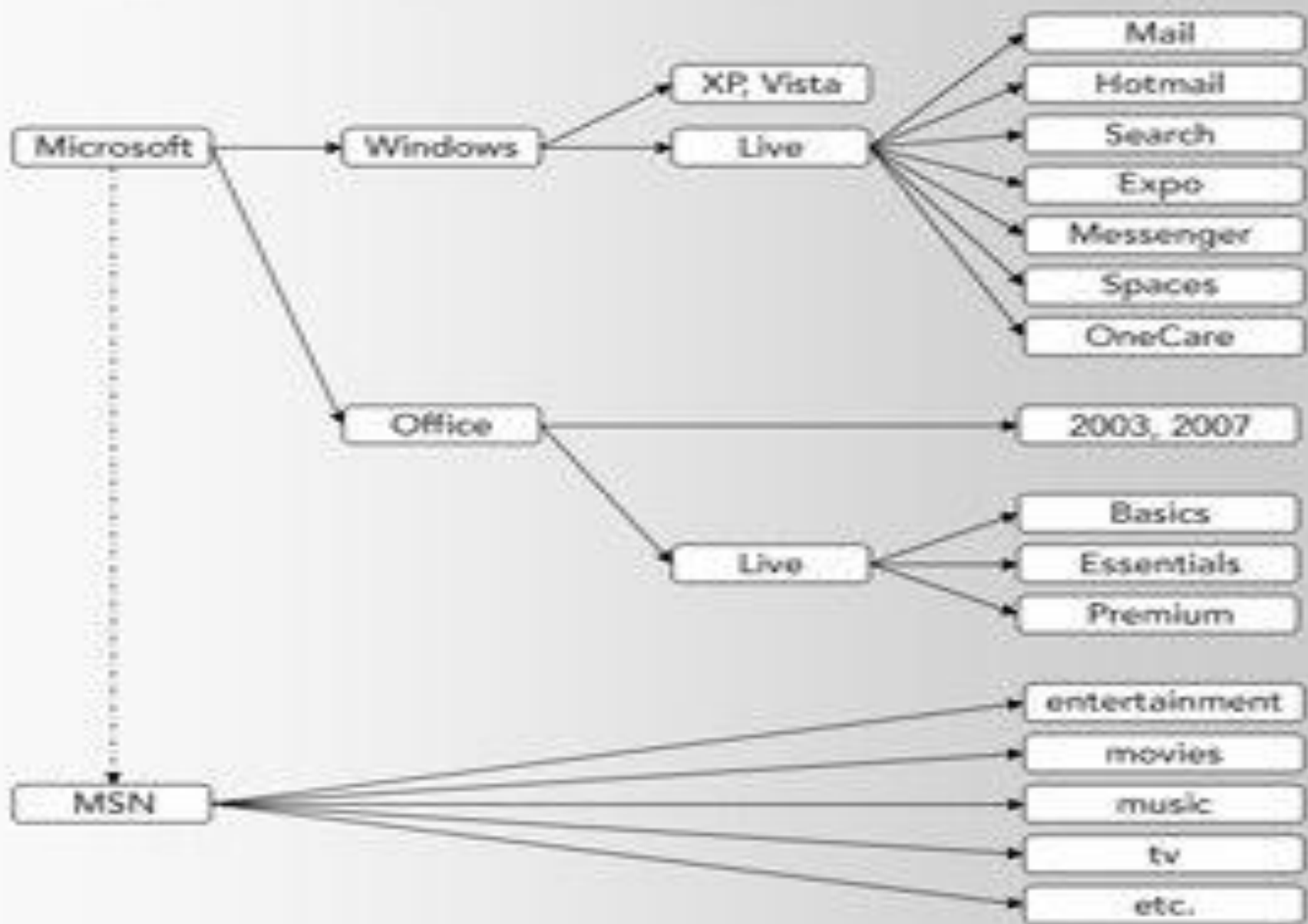
- Paul Allen and Bill Gates, childhood friends with a passion in computer programming, were seeking to make a successful business utilizing their shared skills.
- Microsoft entered the OS business in 1980 with its own version of Unix. However, it was MS-DOS that solidified the company's dominance. After negotiations with Digital Research failed, IBM awarded a contract to Microsoft in November 1980 to provide a version of the CP/M OS, which was set to be used in the upcoming IBM Personal Computer

Top-level Brand

Sub-Brand

2nd Sub-Brand

Product Descriptor



BCG matrix

Shar

Windows 7,8
Ms Office

Xbox

Internet exploler

Windos Phone

Market growth

Sub brands



- When Microsoft decided it was going to get into the game console business, the powers that be smartly went completely off the brand reservation with the non-Microsoft “X-Box” branding. They did the same thing with ZUNE(player), giving it its own look, feel, identity, presence, etc. These aren’t Microsoft sub-brands. They are unique, stand-alone brands that happen to belong to Microsoft. Very smart.

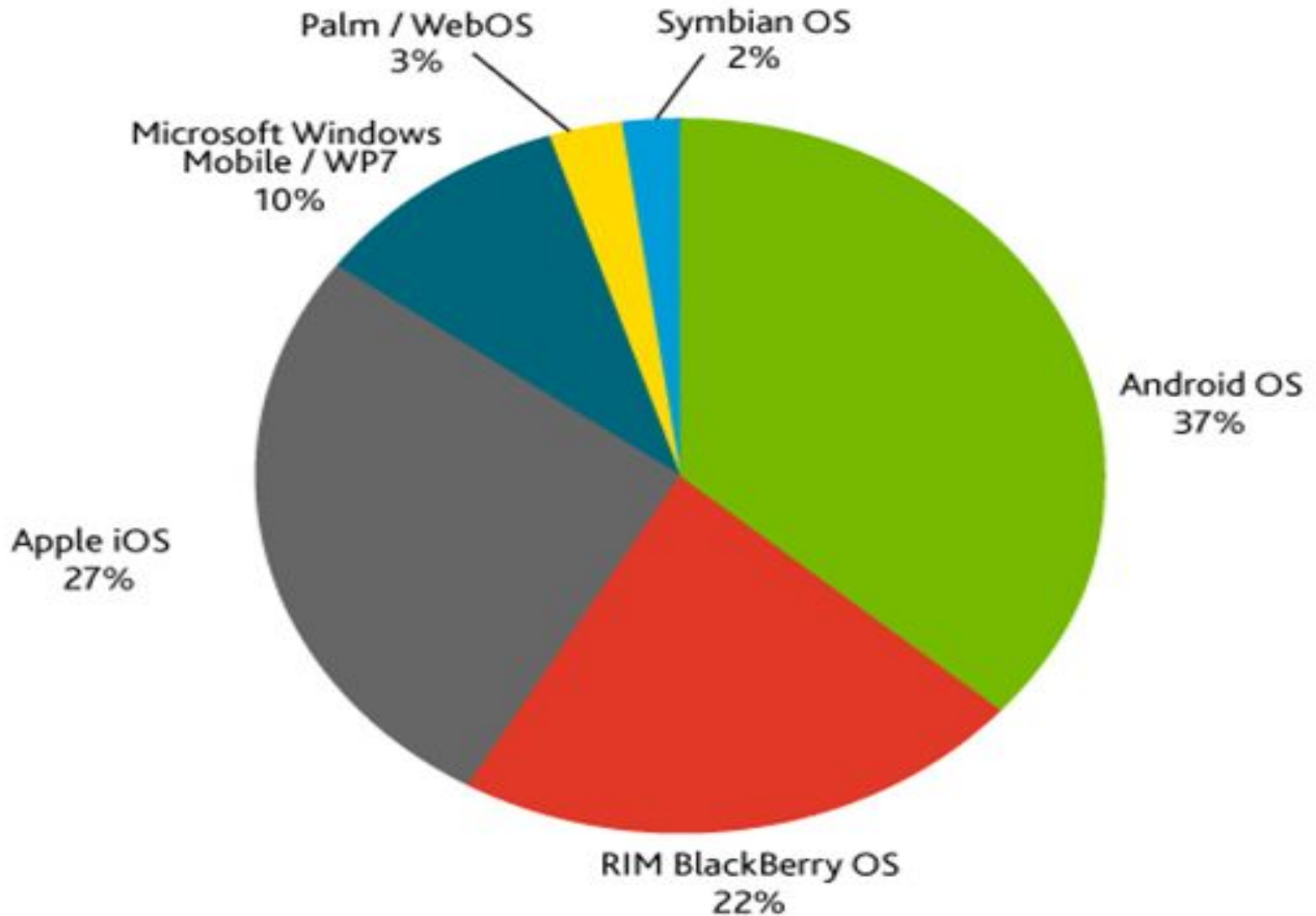
Microsoft co-branding

Today Nokia announced its first Windows-based tablet, the Lumia 2520, and its first 'phablet' smartphone, which also sits in the Lumia range as the 1520.



Smartphone market share

March '11, Nielsen Mobile Insights, National



Source: The Nielsen Company.

Operating System Market Share: March 2013

