

Internal operations and external environment of a Microsoft Organization

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Introduction

Microsoft is a corporation that was particularly founded on April 4th, 1975. It was established by Bill Gates and Paul Allen and this company is located in Redmond. It has offices in approximately 60 countries and become the largest organisation in the world because it is a leading provider of many services which are as follows. It includes cloud computing, games, and gaming hardware (Zhang., 2024). This was considered the largest vendor, particularly of computer software and became the most profitable organisation. It is a multinational technology organisation and is considered the most profitable organisation in the world (Su., 2023). There are the following products produced by this company. The first is Visual Studio, the second is Azure, the third is HoloLens, the fourth is Bing and the fifth is Bing. As a business management student, I will be discussing the Microsoft organisational structure, size and functions along with the stakeholders. I will be also discussing the Microsoft SWOT and Pestle analysis.

Organisational structure, size and functions of Microsoft

Microsoft's organisation structure is particularly divided into two groups. The first is functional business groups and the second is engineering (Chen et al., 2021). This company was managed particularly by senior business and engineering groups. The business group of this organisation is particularly divided into nine areas which are as follows. The first group is business development, the second is corporate Legal Affairs, the third is corporate Strategy, the fifth is finance Group, the sixth is global Sales, the seventh is HR, the eighth is Linked and the ninth is marketing Group. On the other hand, the engineering groups of this organisation are divided particularly into three areas which are as follows. The first area is cloud, the second area is devices and experiences and the third area is research. This organisation is geographically divided into two divisions. It includes the United States and the international. This organisation is made up of approximately 220,000 employees globally while it operates in approximately 190 countries. The heads of engineering groups report directly to the CEO of this company which not only helps in the development of the product but also enhances innovation. There is a need for the company to focus on its engineering groups because they are not only responsible for establishing products but the services.

Internal analysis of Microsoft***SWOT Analysis***

Microsoft's SWOT analysis specifically suggests that it is a well-positioned organisation in the market but some issues may threaten its success that need to be resolved (Benzaghta et al., 2021).

Strengths

The greatest strengths of Microsoft company are as follows. The first is a reputable brand the second is employee honesty and the third is its market leadership. This company not only growth has high but also controls a large market share because of this company's large market. On the other hand, the opportunities of this company are as follows. The first is cloud computing while the second is artificial intelligence.

Weaknesses

Microsoft's weaknesses are particularly based on cybersecurity issues. It is analysed that hackers attacked the cybersecurity, particularly of the Windows Operating System of this company. lack of innovation and market leadership is also included in this company's weaknesses. On the other unfair business is also included in the weaknesses of this organisation. There is a need to resolve these issues not only to ensure its survival but also this company's prospects. While this company is required to grow its product sales particularly hardware because these products are essential, particularly in advancing technology.

Opportunities

The opportunities of this organisation include mobile app advertising, cloud-based services, mobile device and gaming industry and the growth of Microsoft teams.

Threats

The threats to Microsoft's organisation are as follows. It includes workforce issues, assertive competition and piracy. This company's piracy issues arose which produced a negative impact on this organisation.

Here is the summary of the organisation's swot analysis. The strengths of this company are brand loyalty reputation and increased financial performance. Security issues, slow innovation and poor investments are the weaknesses of this organisation. Changes in employee needs and lawsuits are threats to this company.

Microsoft experiences issues, particularly in managing the supply chain. There is a need for the company should integrate a strategy because this helps eliminate difficulties. It is the responsibility of the management that they should satisfy their customers because it is a helpful parameter, particularly in developing an edge. The leaders must implement the technologies in

this organization because this helps in developing new products and also plays an important, particularly in this organisation's future growth.

External Analysis of Microsoft

PESTLE analysis

Microsoft PESTLE analysis is not only helpful in management decisions but also provides insights, particularly into this business condition (Nkang., 2023). The analysis particularly the PESTLE is a method that not only helps in determining the external factors of this organisation but also influences the remote working of this organisation. These company factors particularly the external not only reflect the performance of this market but also help the company in determining the issues related to this organisation's business. There is a need that companies particularly Microsoft include this analysis in the company because this analysis is not only in developing strategies but also helps develop business initiatives.

Political factors:

It is necessary that the company particularly Microsoft must relate their government policies, regulations, political stability, and other political forces because these factors have an impact particularly on the business environment.

Economical factors:

The Microsoft company must deal particularly with economic conditions and trends because these factors not only affect organisation's operations but also profitability and growth.

Sociocultural factors:

There is a need for this company must relate the social and cultural aspects because they not only influence consumer preferences but also their lifestyles and demographics.

Technological factors:

There is a need the Microsoft company must the develop new technologies, innovations, and trends because these developments not only save the time of the company but also increase productivity.

Environmental factors:

It is essential that the company particularly Microsoft relate ecological and environmental concerns because they not only affect an organisation's operations but also its decision-making.

Legal factors:

There is a need that the company particularly Microsoft must integrate electronic waste regulations and energy consumption regulations because it helps avoid damage.

Microsoft stakeholders

Microsoft's organisation consists of different types of stakeholders. There are the following major stakeholder groups in this company which are as follows (Linåker et al., 2020). The first is the customers, second is the employee. The third is communities, the fourth is investors, and the fifth is government. The first group is customers, which is the top-priority group, particularly in this company. These individuals are particularly interested in reasonably priced products. On the other hand, the second group of individuals is also significant because they directly affect the performance of this organisation. There is a need for the organisation should satisfy their employees' interests because this not only helps in continuous improvement but also helps enhance the company's growth. The other group is communities which are considered the major stakeholder groups, particularly in this company's success. While the individuals particularly the investors also the important stakeholder groups of this company. On the other hand, the government is also important as a stakeholder of this company because it an important to the future success and economic growth of this organisation. There is a need for the company should take steps that satisfy the interests of its major stakeholders, particularly its company employees. It is the responsibility of the company leaders that they must invest particularly in their stakeholders because these individuals are essential for this company's economic growth.

Conclusion

There is a need for the company should take several initiatives particularly related to economic growth. The company must protect of rights of its employees and address issues particularly related to inequities. Due to this company capital investments that affected this company are significantly affected. It is the responsibility of this company's management they focus on its engineering groups because they are not only responsible for establishing products but services also. It is the responsibility of the company managers that they should steps that satisfy the interests of its major stakeholders, particularly their company employees and must invest particularly in their stakeholders because these individuals are essential for this company's economic growth. It is concluded that the organisation should implement the technologies in this organisation because this helps in developing the new products but also plays an important, particularly in this organisation's future growth, particularly in economics.

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