

MARKETING FUNDAMENTALS

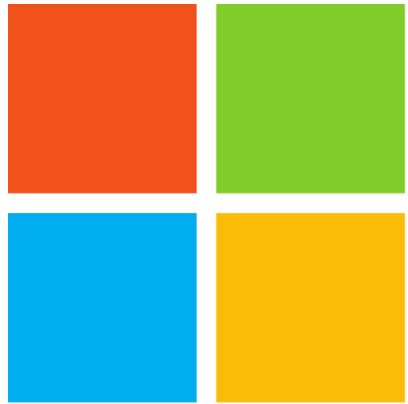
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Microsoft



Ilustración 1 Bill Gates and Paul Allen, 1975

1975 – Founding of Microsoft

In the 1970s, people relied on the work of writing machines. Paper or mimeographs are employed to copy documents, and very few people have heard of microcomputers.

Paul Allen and Bill Gates, two young technology enthusiasts, thought that personal information technology would be the future and founded Microsoft in Albuquerque, New Mexico, on April 4, 1975. Their vision starts with a simple goal: transforming our work and creating an information-rich atmosphere in every office and home.

It established its first overseas office in Japan in 1978. Years later, Gates' former Harvard colleague Steve

Ballmer is hired to assist them in running the corporation.

Expansion

In November 1985, Microsoft released Windows 1.0, based on an expansion of the MS-DOS operating system used in IBM equipment. Windows 1.0 provides a graphical operating environment where users can navigate between windows by squeezing and clicking the mouse. "It is a special software meant for serious PC users," Bill Gates adds.

Microsoft did not go public until 1986, with an initial share price of 21 dollars.

In August 1989, Microsoft released the first edition of the Office productivity suite on CD-ROM.

Windows 98 was the first version of Windows mainly aimed at consumers. Informatics equipment is ubiquitous in the office and at home, and cybercafés with Internet access are sprouting up. After a year, Office 2000 is published after a year, which is essential to the company's "without limitations" attitude.

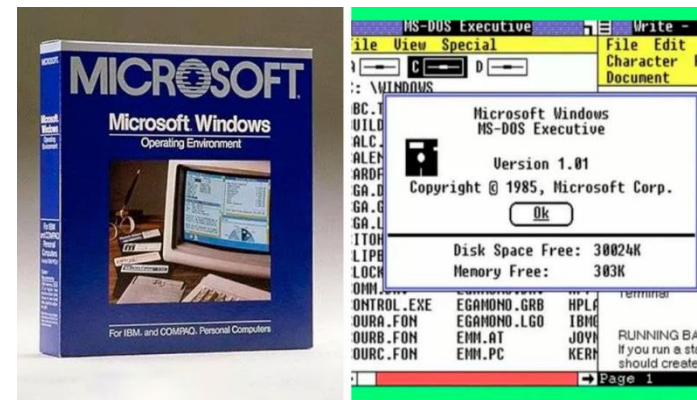


Ilustración 2 Microsoft 1.0



Ilustración 3 Windows XP

Microsoft to the public

On October 25, 2001, Microsoft introduced Windows XP to the public, with a revamped user interface and a close help and technical support center. It is available in 25 different languages. It is fast and stable. The Start menu, Taskbar, and Control Panel have more intuitive navigation. Windows Messenger is now available as part of Windows XP Professional.

Office XP now includes Word, Excel, PowerPoint, and Outlook. Bill Gates uses this technique to boost personal productivity and communicate data and information more effectively.



Ilustración 4 Xbox and Bill Gates

Video game

In 2001, the first version of the Xbox video game console, which provides the most powerful gaming experiences, was released.



Ilustración 5 Windows Server 2003

Microsoft server

In April of 2003, Microsoft released Windows Server 2003. Microsoft's server strategy is based on Windows Server 2003, built on a standard architecture that ensures compatibility. It is Microsoft's largest software development project to date.

Mission and Vision

The Mission Statement of Microsoft

The corporate aim of Microsoft is to "empower every person and every business on the earth to achieve more." This mission statement demonstrates that the company's information technology goods and services are focused on empowering people and organisations.

Microsoft's business mission statement includes the following elements:

Empowerment to achieve more is the value proposition.
All individuals and organisations in the worldwide market are the target market.

The Vision Statement of Microsoft

Microsoft's corporate ambition is to "help people and businesses worldwide realise their full potential." This vision statement demonstrates how the company positions its computing products as tools that individuals and businesses may utilise to further their personal or organisational growth. The following elements are included in Microsoft's corporate vision statement:

Value proposition: To assist them in reaching their most significant potential.

People and enterprises all over the world are the target market.



To empower every person and organization
on the planet to achieve more.

Products and services

Microsoft Office is the most effective package of applications for creating documents, communicating with others, and analysing corporate data. The business platform has transitioned from paper to the Web for many functions. Microsoft Office brings desktop productivity to the web, streamlining your workflow and making it easier to share, access, and analyse data for better results. Office 2000 includes a slew of new features. The features that influence the entire suite are significant for this release. These Office-wide or shared functions are the keys to Office's new functionality domain. Office now has a new Web-productivity work style that combines key productivity capabilities with the Web to simplify sharing information and collaborating with others.



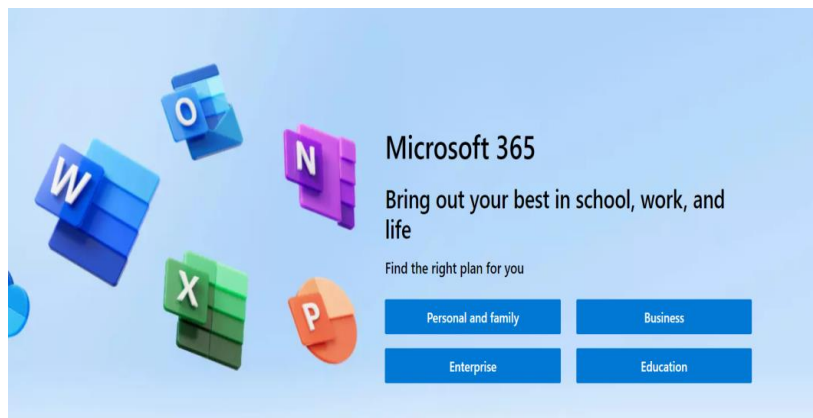
Similarly, Microsoft Teams is employed by over 300 enterprises worldwide, including 87 of the Fortune 100, and there are already approximately 700 million active Windows 10 devices worldwide. Annual report (2018) Microsoft Corporation.

Microsoft's hardware offerings include personal computers, tablets, Xbox, and Windows phones. On the other hand, the corporation categorises systems software or essential software as Software. Microsoft Office and Windows OS are two examples of such software programmes. The Apps product line includes other free and proprietary software items from the corporation and third parties.

Microsoft products and services can be broadly classified into three main groups, as shown in the table below:

Category	Products and services
Productivity and Business Processes	Microsoft 365, SharePoint, Skype for Business, Outlook Mobile, One Drive, Dynamics 365, Microsoft Teams, Linked In.
Intelligent Cloud	Server products and cloud services, including SQL Server, Windows Server, Visual Studio, System Center, and related CALs, as well as Azure. Enterprise Services, including Premier Support Services and Microsoft Consulting Services.
More Personal Computing	Windows Devices, including Microsoft Surface ("Surface"), phones and PC accessories. Gaming, including Xbox hardware: Xbox Live, Search advertising.

Productivity and Business Processes



flood.

Features and benefits

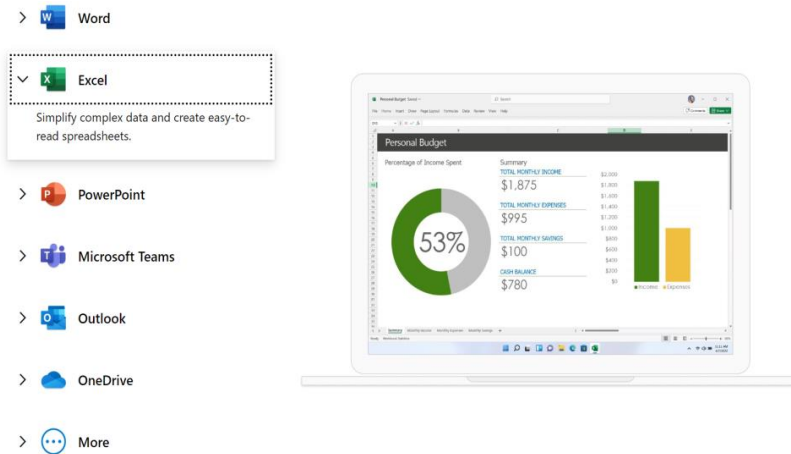
Investigate and Integrate: Office 365 works with Microsoft Office and other Microsoft products. It only takes a few minutes to set up a trial account for users to test and integrate with the cloud.

Collaborate Anywhere, Anytime: With Office 365, users can access email, documents, contacts, and calendars via the web from any device or browser. Employees can collaborate more effectively because of this accessibility.

Always be up and running: By running your applications and storing your data in the cloud, you'll ensure that all your business papers and applications, such as email, are always available - even if your organisation suffers a disaster such as a fire or a

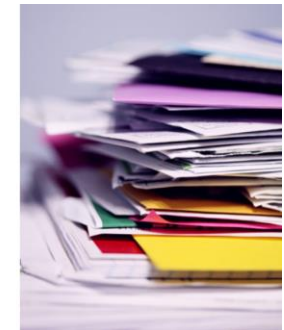
Flexibility: With many options in the Office 365 suite, businesses may purchase only the office solutions they require, converting CAPEX to OPEX.

Single Sign-on (SSO) - To prevent having to sign in again, users can keep their password in the system tray of their machine. Users receive business-class help, including IT admin phone support, a financially-backed 99.9% uptime guarantee, geo-redundant data centres, disaster recovery, rigorous security, privacy controls, and standards.



across all your devices. You can also access the same information from any device, such as saving a document on your PC and continuing to work on it on your smartphone or tablet.

Teams can work in real-time using Microsoft Word, Excel, and PowerPoint. Users can view real-time updates or additions to a document made by their peers. It also stores each version automatically, allowing you to revert to previous versions simply. This allows for faster and easier cooperation between individuals and departments, resulting in increased production.



Security: Security and ongoing compliance are built into Office 365. You are always aware of the location of your data and who has access to it. If your mobile device is lost or stolen, you can delete all data remotely.

No Licences Issues: Office 365 contains all licencing and can be implemented across the organisation. This means that everyone uses the same version of Microsoft Office and receives updates simultaneously.

Organise Your Life: With Office 365, your email, calendar, and contacts are linked. When you edit a contact on your phone, it is automatically updated

Intelligent Cloud

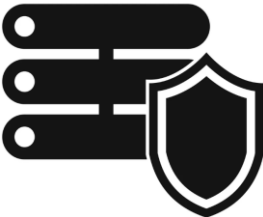
Features and benefits

Microsoft Azure offers more than a dozen advantages compared to competitors, with AWS (Amazon Web Services) being the most prominent. The good service will rely on many aspects, including the type of services you wish to employ, the amount of scaling you expect, and how you manage the bill.

While there are several advantages to using Azure storage, the following are the top five:



		Service speed The speeds with which teams can develop, test, and deliver new apps. How rapidly can you restore data from backups, offsite storage facilities, or virtual machines How quickly artificial intelligence and machine learning (ML) can be used to process massive amounts of data, analyse it for the most meaningful outcomes, and generate summary suggestions from that data.
	Increased adaptability One of the primary advantages of adopting Azure is its flexibility due to its easier scaling. It merely takes a single click to upgrade service levels, and businesses are free to drop these higher service levels when they no longer want the extra storage, computation, or support	 A pipeline of integrated delivery A lot goes into developing a fantastic digital product or service. Microsoft Azure has thought of almost everything, even providing a complete end-to-end suite of services so you can get the job done without always wondering, "Will this work with what we've previously developed?"

	Recovery after a disaster Microsoft Azure's disaster recovery features are worth investigating whether you require a more complex approach to data backups or wish to minimise downtime. But how do they function? In brief, Azure boasts some of the industry's most advanced encryption technologies, allowing you to stay compliant while boosting your continuity strategy if something goes wrong.		Security Azure's Security Center may even examine your security status and provide you with a Secure Score, which ranks your actions and provides recommendations for keeping your data safer. The Security Center's analytics engines continuously watch your activity and utilise machine learning to estimate the likelihood of a threat. This proactive strategy is critical in the fight against malicious data loss or corruption.
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More Personal Computing

Features and benefits

Explore all Windows computers

Windows computers are fast, thin and powerful. Many of these PCs can upgrade to Windows 11 when it becomes available. Some even come preloaded with Windows 11. Shop, filter and compare the computers below to find the right one for you.

Feature key

 Windows Hello²
 Digital pen¹
 Touchscreen
  Security⁷
 Embedded SIM card²⁰

 S mode⁵



Preloaded with Windows 11TM ⓘ

Microsoft Surface Go 3



Free upgrade to Windows 11TM
(when availableTM) ⓘ

HP Pavilion 15

2-in-1s

All things in laptop mode. Relax on the couch in tablet mode. Wherever life takes you, Windows 2-in-1 PCs with touchscreen and digital pen capabilities can keep up. The reverse is not valid.

Examine the operating system indicated for each PC to see if it comes preloaded with Windows 11 or with a free upgrade when it becomes available.

Laptops

With a Windows laptop, you can take power and speed wherever you go. There is no shortage of options, ranging from high-efficiency desktops to luxury mobile powerhouses.

Examine the operating system indicated for each PC to see if it comes preloaded with Windows 11 or with a free upgrade when it becomes available.



Videogames (Xbox)

POWER YOUR DREAMS

Xbox Velocity Architecture



With Xbox Velocity Architecture, you can enjoy next-generation speed and performance, thanks to a customised SSD and integrated software



Game Pass for Xbox Live

On the release day, you get unlimited access to over 100 high-quality games with Xbox Game Pass, including brand-new titles from Xbox Game Studios like Halo Infinite.

The game library is being expanded



Enjoy thousands of Xbox games from four generations that are backwards compatible with earlier versions at the time of their release, including optimised titles.



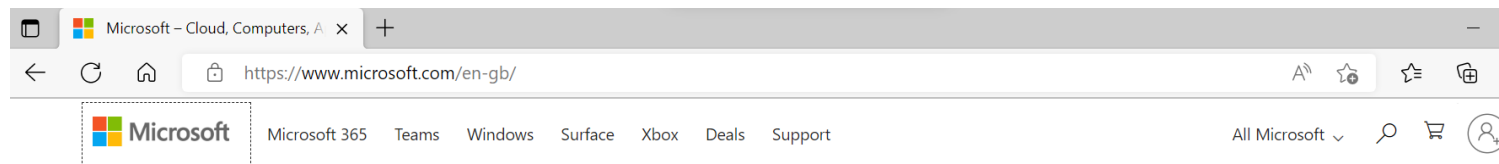
Intelligent Distribution

You may play the most recent version of your game using Smart Delivery on any device.

Place/Distribution

Microsoft Corporation must expand its market share in computer hardware and software. The locations or sites for transacting with customers are examined in this marketing mix component. Microsoft distributes its products through the following channels:

Customers can use Microsoft's official website and online store to access, purchase, and download software goods. This internet store is a substantial source of revenue for the corporation. Official web page www.microsoft.com



Furthermore, the firm's authorised sellers offer a hands-on approach to sales and marketing. Often positioned in strategically located business centers worldwide, these sellers allow the company to reach target audiences. On the other hand, Microsoft Stores are physical retail locations where customers can purchase several of the company's products, such as smartphones and Xbox units. While limited in number, these stores are another direct marketing method that allows the corporation to improve its brand image and customer experience.



Ilustración 7 Authorized Resellers

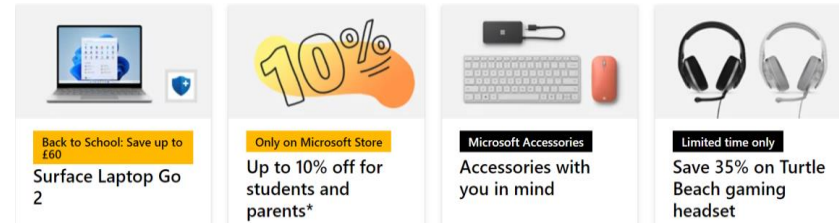


Ilustración 6 Stores by Microsoft U.K.



Microsoft Corporation's Advertising

Microsoft's interest in this marketing mix component is centred on effective communication techniques and tactics used to attract target customers. Given the current state of the computer hardware and software markets, Microsoft's promotional techniques and methods are prioritised as follows: Advertising (most significant), promotions for sales, marketing by direct contact, individual selling and public relations (PR).



Microsoft spends the most money on marketing, such as advertising, such as the "Women Made" Super Bowl ad, which improves the company's corporate image. The company uses discounts and other incentives in sales promotions to entice clients.

The company uses discounts and other incentives in sales promotions to entice clients. For example, students, military members, and veterans can get a discount on the company's items. On the other hand, the corporation uses direct marketing for sales negotiations with organisations such as academic institutions—Microsoft Store sales representatives present products and their characteristics to potential buyers during personal selling. While the discounts for military personnel serve as a public relations approach, Microsoft Philanthropies is the company's primary public relations strategy. This philanthropic arm handles donations and other associated activities. For example, the corporation donates computer gear and software to non-profit organisations and contributes financially to initiatives that assist at-risk adolescents.



Pricing and Pricing Strategy at Microsoft

Price points influence Microsoft's product attractiveness and sales performance. To guarantee effectiveness in addressing problems in this marketing mix component, the organisation must use appropriate pricing tactics. Microsoft employs the following pricing methods: Market-oriented pricing approach, pricing approach based on freemium, pricing Strategy: Buy Only What You Need.

☐ COMPARE



Preloaded with Windows 11¹¹ ⓘ

Lenovo IdeaPad Duet 3i

From \$219⁴

- OS: Windows 11 Home in S mode⁵
- Screen size: 10.3 inch
- Memory: Up to 4 GB
- Storage: Up to 64 GB eMMC
- Battery life: Up to 9.3 hours¹²



CHOOSE OPTIONS

☐ COMPARE



Preloaded with Windows 11¹¹ ⓘ

Microsoft Surface Pro 8

From \$800⁴

- OS: Windows 11 Home
- Screen size: 13 inch
- Memory: Up to 32 GB
- Storage: Up to 1 TB SSD



CHOOSE OPTIONS

☐ COMPARE



Free upgrade to Windows 11 (when available)¹ ⓘ

ASUS ZenBook Flip UX363

From \$900⁴

- OS: Windows 10 Home
- Screen size: 13.3 inch
- Memory: Up to 8 GB
- Storage: Up to 512 GB SSD
- Battery life: Up to 16 hours¹²



CHOOSE OPTIONS

☐ COMPARE



Preloaded with Windows 11¹¹ ⓘ

Samsung Galaxy Book2 Pro 360 13

From \$1100⁵

- OS: Windows 11 Home
- Screen size: 13.3 inch
- Memory: Up to 8 GB
- Storage: Up to 256 GB SSD



CHOOSE OPTIONS

Best value for 2-6 people

Microsoft 365 Family

£79.99/year



- Share with up to five people
- Up to 6 TB OneDrive cloud storage (1 TB per person)
- Compatible across multiple devices on Windows, macOS, iOS, and Android
- Microsoft Family Safety app

Buy now

Or buy at £7.99/month >

Try free for 1 month >

Microsoft's market-oriented pricing approach bases many of its product prices on market considerations such as competitive pricing and consumer demand. The company also employs the freemium pricing strategy, which provides a free product and charges for additional functionality or features.

Reimagine productivity with Microsoft 365 and Microsoft Teams

For home

For business

Microsoft 365 Business Basic

£4.50 user/month
(annual subscription—auto renews)¹
Price does not include VAT.

[Buy now](#)

[Try free for one month⁴](#)

- ✓ Chat, call, meet up to 300 attendees
- ✓ Web and mobile versions of Office apps
- ✓ 1 TB of cloud storage
- ✓ Business-class email
- ✓ Standard security
- ✓ Anytime phone and web support

Apps and services included^{3,7}

Microsoft 365 Apps for business

£7.90 user/month
(annual subscription—auto renews)¹
Price does not include VAT.

[Buy now](#)

[Try free for one month⁴](#)

- ✓ Desktop versions of Office apps with premium features
- ✓ 1 TB of cloud storage
- ✓ Standard security
- ✓ Anytime phone and web support

Apps and services included

Microsoft 365 Business Standard

£9.40 user/month
(annual subscription—auto renews)¹
Price does not include VAT.

[Buy now](#)

[Try free for one month⁴](#)

Everything in Business Basic, plus:

- ✓ Desktop versions of Office apps with premium features
- ✓ Easily host webinars
- ✓ Attendee registration and reporting tools
- ✓ Manage customer appointments

Apps and services included

Microsoft 365 Business Premium

£16.60 user/month
(annual subscription—auto renews)¹
Price does not include VAT.

[Buy now](#)

[Try free for one month⁴](#)

Everything in Business Standard, plus:

- ✓ Advanced security
- ✓ Access and data control
- ✓ Cyberthreat protection

Apps and services included

Office 365 Personal – Global Prices

Country	Advertised Price	\$ USD equivalent	Rank Number	Tax status / Comments
Japan	JPY ¥12744	\$114.66	51	Seems to only sell Office 365 Solo (Personal)
Greenland	DKK kr.549	\$90.21	49	Seems silly to include this location, but Microsoft does!
Denmark	DKK kr.549	\$90.21	49	
Israel	ILS ₪299	\$87.85	48	
New Zealand	NZD \$119	\$86.85	47	includes GST
South Korea	KRW ₩89000	\$83.66	46	
Lithuania	EUR €69	\$83.56	25	this price is used in all Euro zone countries
Europe	EUR €69	\$83.56	25	this price is used in all Euro zone countries

For example, the Office 365 cloud productivity suite is free to use on devices with a maximum screen size of 10 inches. To use the suite on more extensive devices, you must pay. This pricing structure is helpful since it allows users to trial Office 365 for free, allowing the corporation to demonstrate the benefits of adopting the suite's features. Furthermore, Microsoft employs the "buy only what you need" pricing method for cloud services. Instead of charging costs per device, this model charges prices based on how much the consumer uses. This pricing method has the advantage of attracting clients who are concerned about unexpected charges when utilising numerous computing devices.

People

A Microsoft employee is conducting an online training session for consumers to understand better how the products function and how to use them (Microsoft, 2021).

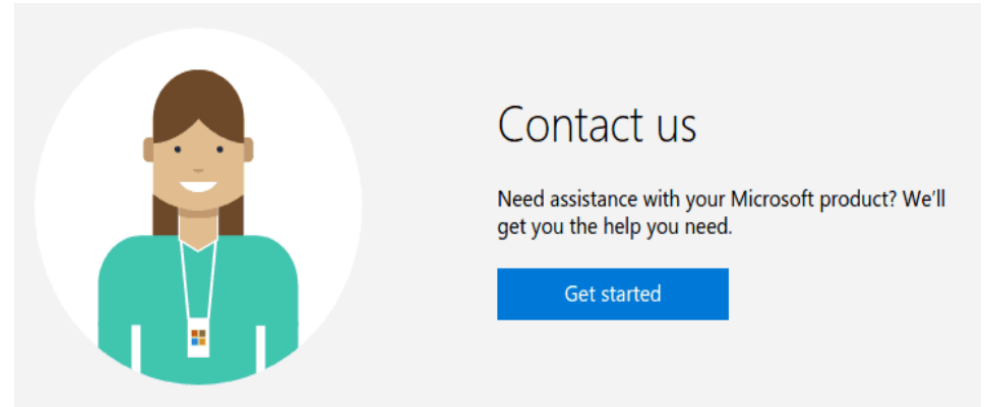


Physical evidence

Microsoft's online support hub is a straightforward and straightforward portal. Visitors can type in their questions or select the department where they require assistance. The clean, sharp backdrop image depicts a member of staff assisting users; giving clients a sense of the friendly, targeted assistance they may anticipate (Microsoft, 2021).

Process

After reading the primary support page, clients can be forwarded to the supplementary support page, where they can click through to live, instant messaging online support or call for assistance. These two options are easy to use, making the transaction stress-free for customers. (2021, Microsoft)



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- [Compare All Microsoft 365 Plans \(Formerly Office 365\) – Microsoft Store](#)