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Marketing plan stage 1.

**Company profile:**

Microsoft Corporation is an international computer technology company which founded by Bill Gates and Paul Allen in 1975. The Microsoft Corporation use development computer software, manufacture personal computer and provide wide of range computer services as their main industry. Xbox as a video game which sold over 24 million developed by Microsoft in 2001 and Xbox series became three major video games in this world. Also Microsoft came up their first tablet computer which is Surface pro in 2012 and become top 10 tablets in this world. Microsoft has grown fast since it was founded and it achieved $92.97 billion in revenue and $12.19 billion net profit at 2015. In order to expand their business, Microsoft release their new video game Xbox One in late 2013 and focusing on virtual reality product which called HoloLens that hope to release in 2016. Virtual reality product become top hot topic recently and HoloLens will become a powerful opponent to other Virtual reality product such as HTC Vive, Oculus and PlayStation VR.

**Five Years Financial Overview:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| At end of yr | 2011 | 2012 | 2013 | 2014 | 2015 |
| Stock Price for Jan | 24.16 | 26.41 | 25.25 | 35.86 | 45.16 |
| Revenue | 69.95 B | 73.75 B | 77.65B | 86.73B | 92.97B |
| Profits | 23.15B | 16.98B | 21.86B | 22.07B | 12.19B |
| Profit Margin for Sept | 33.03% | 27.90% | 28.30% | 19.57% | 22.67% |
| Growth Rate for Annual revenue change of June | 11.94% | 5.4% | 5.6% | 11.54% | 7.77% |