Microsoft is one of the top tech companies in America. It is a Multinational Company renown for its computer software products, its hardware, laptops, AI and others. It was founded by Bill Gates and Paul Allen in the year 1975 in Albuquerque, New Mexico, in the United States. Today, it is ranked number 13 in the Fortune 500. Microsoft has continued to improve and innovate its different product lines, making them more accessible to everyone regardless their income. Microsoft has opened many branches in 190 countries and has employees all over the world. For a better approach of its customers, the company has invested in both conventional office buildings and in remote workplaces, University and Campus facilities, buildings with Intelligence capacities not only in America, but also in Europe and in Asia too. However, Microsoft didn’t only create learning centres, but it also opened retail stores and Experience Centres in New York, in London and in Australia. Meanwhile some retail stores were closed down in 2020 due to the pandemic. Nevertheless, Microsoft is determined to be more visible and closer to its customers. According to Valeria, Tcacenco. 2023 – ‘’Market Research – How Does Microsoft Advertise their products’’, Microsoft launched a new product range called surface laptop studio on September 22, 2021. Microsoft also created Xbox in 1999 to compete with Sony PlayStation 2. In 2019 Xbox had a strong presence on all major social media platforms such as Instagram, Facebook, LinkedIn and Twitter. In 2016 Microsoft bought LinkedIn to promote its products using a variety of online advertising channels. Moreover, Microsoft collaborated with hardware manufacturers like Dell, Hp, and Lenovo. It also invested in the video game industry to access all kind of customers.

On top of all the above, Microsoft has developed free services like an address book for people to connect with relatives. Microsoft also succeeded in making its products more affordable and more user-friendly by granting students discount and some free laptops and tablets to enhance their learning skills. It then allowed small businesses to grow their customer numbers. Besides all that Microsoft has supported non-profits organisations and has developed operating systems, AI and productivity software.

Today Microsoft has revolutionised its product range from hardware to software. products include phones, computers, laptops, tablets and Xbox too. Its software products are Microsoft Office and Windows OS. In order to promote its products, Microsoft created Free products for consumers and it offers promotions on license subscription for small businesses to help grow into big businesses. Microsoft operates in 190 countries where over 500 million machines use the windows operating systems. The company is one of the world’s largest software maker with 228,000 employees in the world, including some 120,000 based in the USA alone. It has got some 108,000 international offices. Although Microsoft has opened learning centres like University Campus, Microsoft Experience centres and Event all over the world, the company is far behind its competitors like Apple and Samsung who have more retails stores around the world and who provide assistance to their clients.

Nowadays people invest more in smartphones and tablets than in PC. That shrinks Microsoft’s share on the smartphone market. Notwithstanding Microsoft products can fall victim of Cybercrime. Despite its small share on the smartphone business,

Microsoft has invested in a new technology: the company is a pioneer in AI (Artificial Intelligence) and that can make the company grow faster in the global market by offering goods and services at affordable price. With AI cloud, Microsoft can improve the IT Business. Microsoft remains visible on several social media channels: on Facebook it’s got over 14 million followers and it has got over 3.2 million fans on Instagram.

In conclusion, Microsoft has revolutionised and impacted the IT world by making affordable PCs and software. With its diligence and resilience to lead the world of technology, Microsoft continues to invest in new technology like AI cloud. It so hopes to offer a range of products and services for individuals and enterprises alike. Furthermore, Microsoft is renowned as a sure value in the technology industry through its products i.e. Microsoft Office, Windows Operating Systems worldwide. Moreover, Microsoft’s marketing strategy has made it effective on all social media networks and relevant to the users and companies.