

## Microsoft sells online

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In the early stages, Microsoft Store only served customers in the UK and Germany. However, this service will be in turn expanded to other countries in the coming months.

With Microsoft Store, users will be able to purchase a variety of Microsoft software and products, from Windows Vista, Microsoft Office 2007 to Works and Expression.

" Currently, the software is only sold as a download link. However, by the end of the year, Microsoft will add complete packaging software ," the company's representative said. Even on schedule, Microsoft will sell Xbox 360 game consoles through this website.

" Never before have users demanded such high online interaction, especially when they spend money on something, " said Alex Reeve, Microsoft UK Sales Manager. " They require interaction with producers and content providers. The Microsoft Store is an ideal complement to existing sales channels. It helps users have new options ."



## Promote Online

However, Mr. Reeve also stressed that Microsoft is still sticking and investing heavily in traditional sales channels.

Recently, Microsoft has continuously launched many new online initiatives, which this sales website is just one example.

Last month, the company announced an innovative and attractive "cashback search" program. Specifically, when a user purchases from a link provided by the Microsoft Live Search search engine, they will receive a refund or discount at a certain rate, depending on the policy of each retail website.

Yesterday, the company reached an important cooperation agreement with HP, the world's No. 1 personal computer maker. Under the agreement, HP's upcoming batch of computers will use Microsoft Live Search as its default search engine.

This is considered to be Microsoft's counter move, after Google was chosen as the default search engine on Dell computers - the world's second largest PC company.

It is clear that Microsoft is finally pushing the Internet and search operations, with the ultimate goal of increasing advertising revenue and narrowing the gap with rival Google, especially after the intention of acquiring Yahoo. bellows.

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