

Netflix Case Study Analysis

8 pages | 1945 words

"Creativity is thinking up new things. Innovation is doing new things." — Theodore Levitt The importance of this quote comes alive after reading the first three sentences within this case study. A statement by Reed Hastings, the founder and CEO of Netflix. "Well let's separate the market into two phases. One is the phase of DVD, which peaks in five to 10 years and last for 20 to 30 years. Then there is the phase of Internet delivery, which peaks 20 or 30 years from now and lasts for 100 years" (Cengage). From the time Hastings founded Netflix in 1997, with his initial online DVD rental business idea, there has been many factors altering the business strategy of the company within it's internal and external environment that has allowed Netflix to grow to where it is today. Netflix took off quickly and had already achieved economies of scale in as early as 2000, which coincidentally was the same year they shifted their goal from DVD rentals to streaming video. From then, Hastings knew that within time DVD's would be a thing of the past, and online instant streaming was a thing of the future.

He has been creative enough to be able to gain sustainable competitive advantage with other competitors, but more importantly he has been innovative enough to stay competitive with our society's rapidly changing expectations for technology, which is a large barrier to this industry. Society's rising demand for instant Internet streaming is causing their demand for DVD's to decrease. Therefore, it seems as though DVD rentals are starting to fall from its peak and in return instant Internet streaming is starting to climb to the very beginning of its peak. Throughout this report the focus will stay on Netflix's external environment, internal environment, current strategy, and future recommendations that keep Netflix "an e-commerce success story in an ever-changing business landscape" thanks to their early start in the subscription DVD rental industry, strong distribution capabilities, and loyal customers (Cengage). When first examining a company's Strategic Management Process it is important to evaluate their mission statement in order to recognize who they believe they are as a company as well as their vision on how they want to continue to go forward in the future.

Netflix is unique for they do not have an official published mission statement, but Hastings expressed a clear vision for the future of Netflix at a conference in 2011. These points include: "becoming the best global entertainment distribution service, licensing entertainment content around the world, creating markets that are accessible to film makers, and helping content creators around the world to find a global audience". After establishing a good understanding of the company's mission statement the PESTEL (political, environment, social, technological, economical, legal) model is a general guideline that helps to analyze the general environment of the industry. Political forces seem to be low except for the most recent issue of higher postage prices, which would drastically decrease the DVD rental revenue. Environmental influences on the industry are always present, but they have very little influence on this industry. Social factors are extremely high and...

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Amanda Ramsaran



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"Look at the Bigger Picture" an Analysis of Netflix's Business Model and Strategy from CEO Reed Hastings' Long-term View Amanda Ramsaran, 2014 This thesis is more of a case study aiming to explore the potential impact of Netflix business model and strategy on the traditional television and film ecosystem It is a forward looking examination derived from CEO Reed Hastings Long Term View for Netflix as declared through the company's Investor Relations website in February 2014 This outlook was presented the same time the company's 10 K was filed for Fiscal Year FY 2013 with the Securities and Exchange Commission Reed Hastings Long Term View for Netflix is written like a manifesto declaring the revolutionary power that the company holds with regards to the television and film industry primarily as a distributor of content Netflix's power lies within its proprietary system and application technology that offers its subscribers suggestions and recommendations on what next to watch based on their viewing preferences and history This collection of data has allowed Netflix to make decisions on content licensing and acquisition and within the last few years investment in original content The Internet TV network's platform is available to subscribers for a no commitment low monthly fee Content is widely accessible from any Internet connection and across a multitude of devices from smartphones to large format Smart TVs Hastings declares that the linear TV channel model is ripe for replacement because of new time shifting capabilities and technological advancements including Netflix's own that have given audiences advanced screen proliferation and new choices in how they consume television and film primarily through the Internet This case study aims to present the ways in which Netflix is challenging that linear television model and theatrical film release model alike through their business model and strategy as outlined particularly in the company's long term view outlook in their financial documents to investors and releases about future endeavors

Embracing the Melody of Phrase: An Mental Symphony within **Analysis Of Netflix Case Study Friendsoftherec**

In a world taken by screens and the ceaseless chatter of fast transmission, the melodic beauty and psychological symphony produced by the written word usually diminish into the background, eclipsed by the constant sound and disturbances that permeate our lives. But, nestled within the pages of **Analysis Of Netflix Case Study Friendsoftherec** a charming literary treasure brimming with organic emotions, lies an immersive symphony waiting to be embraced. Constructed by an elegant composer of language, this charming masterpiece conducts viewers on a psychological trip, well unraveling the hidden melodies and profound affect resonating within each carefully constructed phrase. Within the depths with this touching evaluation, we will explore the book is central harmonies, analyze its enthralling publishing model, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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