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Netflix Case Analysis Netflix, Inc. is an American media-services provider headquartered in Los Gatos, California, founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California. The company’s primary business is its subscription-based streaming OTT service which offers online streaming of a library of films and television programs, including those produced in-house.

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Abstract The following is a case study of Netflix, Inc. an American-based company that provides the streaming of online media to consumers in North America, South America, and parts of Europe. This case study will provide a brief overview of the company’s history along with four present-day challenges that the company will face as it tries to stay ahead of the competition.

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The case study reveals that Netflix’s newly launched website integrated a search engine that enabled each customer to search and access products of one’s choice. Netflix’s management showed such talent and ingenuity in marketing their products by employing already available and established supply chain infrastructure and technology.

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The main problem facing Netflix is retaining their consumer base and profit margins as the video rental market shifts from DVD rental where Netflix

dominates and has competitive economies of scale to drive out competition to online consumption via on-demand streaming, thus decreasing barriers of entry for suppliers and competitors and causing possible disruption in a consumer base highly driven by price-sensitivity and content offerings.

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– Reed Hastings, co-founder 2001 From the Netflix case study where the Video on demand is mentioned, it is highly recommended that Netflix starts connecting with cable providers and by this technologies which are connecting pc’s with TV can emerge.

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