

# Netflix Case Study Analysis

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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

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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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The midnight ritual repeated itself on April 19, when Netflix premièred its werewolf horror series Hemlock Grove, and will again on May 26, when its revival of Arrested Development goes live. Photograph by Kris DelcourteAn ad in New York City for Netflix's political thriller. Netflix has more than 36 million subscribers.

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And one promising strategy is discussed in the Netflix case study. Niche segments: Diversity of modern audience is really amazing. But more important is the fact that Netflix can benefit from such diversity if it taps niche segments. For instance, there is a need for quality documentaries, exciting reality shows, and cinematic movies.

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- Reed Hastings, co-founder 2001 From the Netflix case study where the Video on demand is mentioned, it is highly

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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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Netflix Case Study Netflix's entrance in to the movie rental industry during the early nineties gave them a perfect position to capture the market. At the time of Netflix's founding many customers of normal video renting stores where becoming frustrated with the lack of service and late fees these video rental stores where providing.

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Netflix, Inc is the world's largest subscription service company that caters to more than 12 million subscribers. It offers online flat rate DVD and Blu-ray Disc rental-by-mail and video streaming in the United States and Canada (streaming only).

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7. 7Julien Guitton | Netflix Case Study SWOT ANALYSIS  
STRENGTHS Brand Worldwide Renown: Netflix has developed over the years a strong brand image in the US and Canada. Thanks to its extension in other countries, and its original content, many Internet users now recognize Netflix and use it daily.

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