

# Business strategy: netflix

Business



**ASSIGN  
BUSTER**

Netflix How the movie studio can get its s to pay money to consume their movie product One of the methods is through renting of the movie from their main movie outlets and online stores. The second method is to have its customers pay for the services on one stop purchases

2. Ways of renting movies include the following

- (a) Renting the Netflix players online
- (b) Renting through video game console integration method
- (c) Renting through online video streaming
- (d) Video on demand rentals
- (e) Renting through online blue-ray players

3. What is changing about why and how and where we rent movies?

There is expectation of a decline in the number of DVDS on sale. The change has resulted to Netflix majoring on downloads as well as online streams. The gold rush for DVD is on the death bed and its roles are quickly changing. The rise in 3D generation cameras is set to replace the DSLR cameras and lenses. The lasers that have been introduced recently are in a position to create deeper black colours leading to clearer images promoting the commonly held belief that Imax will be the basis of movie industry in the future. Laser projection systems are able to fix the washed out as well as the eye straining nature of 3D movies because lasers do not create a burning effect on the eyes. This will allow the movie theaters to save a lot money and remain in business for a long period of time.

4. (a) The various rivals who compete in the movie rental industry

- (a) Vudu
- (b) Redbox
- (c) Hulu plus

(d) Amazon

(e) Roku Streaming Player

(f) Apple T. V

(g) Blockbuster Express

(b) Who are the customers of the companies in the movie rental industry?

The customers include retail video outlets who deal with DVDs and large movie theaters.

(c) Who are the suppliers of the companies in the movie rental industry?

The key suppliers are movie studios that produce films such as Warner Bros, twentieth century and Columbia Tri-Star.

(d) What are substitute products that we could choose to buy instead of renting a movie?

The key substitutes include In-demand Pay-per-View and retail stores such as Walmart and large online sites such as the Amazon.

(e) What are some companies that do not currently compete in the movie rental industry, but could choose to become new entrants into this industry?

-Amazon

-Target

-Walmart

5. Netflix sales 2011= 3. 2 Billion U. S dollars

Netflix profits 2011= 226. 13Million U. S dollars