Netflix Case Study

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**What are Netflix’s Internal Strengths and Weaknesses?**

There are some internal strengths that Netflix exhibits in this case study; for instance, they use data analysis to polish up the movies they recommend to their targeted customers. The company is keen to improve the type of television series and movies they license to view their customers. The other internal factor that is a strength to them is having a small manageable board of members; this increases their flexibility in terms of making decisions and ensuring implementation of new, more productive ideas in a short period as compared to a large group (David & David, n.d.).

As there is always two sides of a coin, Netflix has its weakness too. The first recognizable weakness is the vast amount of data that they use in their daily operations. The public is increasingly aware of the companies that use enormous data, which increases their discontent. The public companies that use this type of data are liable to face legal actions, and this could place the company in a place that they could lose vast amounts of revenues as fines (David & David, n.d.).

**Who are Netflix’s competitors?**

Amazon’s Prime Instant Video Service is the recognized competitor as they are now providing services that will revival Netflix.

**Do You See Netflix’s Strategy as Effective or Ineffective? Why?**

Their strategy is effective. The company’s adopted analytical method has helped the company refine large amounts of data for easy use by their customer. The customers often have similar characteristics as they are attracted to the same type of information and sites with minor scale information. With the increased amount of data on the internet, the customers like websites that have tools to regulate data retrieval. Many global management companies are using business analytics in strategic management to increase their success. Netflix can keep tabs on their competitors by taking advantage of its weaknesses while reducing its expenses and make effective decisions (David & David, n.d.).

References

David, F., & David, F. Strategic management.