**Netflix Company**

Outline;

1. History: the section looks into the commencement of the business and some achievements attained since 1997.
2. Founders
3. Business target
4. Sets of achievements since business commencement
5. Current status in the business market
6. **Industry History and Stages of Life Cycle**
7. There are several stages that Netflix has undergone leading to its current status. Some publications state that Netflix began as a rent-by-mail DVD service with the customer having to pay-per-rental approach when searching for a movie to watch.
8. Its cycle in business elaborates that the company expanded to Europe in 2012 with its launch in the United Kingdom and Ireland on January 4th.
9. Currently, Netflix to be on its maturity stage life cycle with the filming, TV production, and streaming being in the product phase
10. **Business Model**

The section looks at the business approaches applied in the market;

1. It is a subscription-based business approach used by the management team; however, the income generation practices are based on three plans; basic, standard, and premium with the users having the opportunity of streaming movies, series, and TV shows.
2. It is further commented that the modern marketing approaches are agile in the sense that the current marketers are suing technology in line with the proposed marketing strategies designed for unrivaled, customer experiences and personalization.