NETFLIX IN INDIA – THE WAY AHEAD

INTRODUCTION

<u>Netflix arrived in India</u> for the first time during 2016 to enter the fastest-growing digital economies. This case studies how Netflix handles strategic decisions in order to serve India's fast-growing yet competitive entertainment sector. Our study checks how Netflix builds a successful India presence while continuing to expand globally.

MARKET DYNAMICS

India faces multiple market dynamics because its people speak numerous languages and smartphone users pay attention to prices. The digital market in India experienced fast growth because people bought cheap mobile phones and could access online content on cheap data plans.

COMPETITION

Streaming services that operate within India understand their local market better than global companies and these services often show live sports which find high demand among Indian viewers.

CONCLUSION

A successful Netflix presence in India requires making content that Indian customers want plus affordable prices plus partnerships with local partners. Netflix needs to adjust its strategies to India's market features to grow successfully as they keep their premium brand identity.

RECOMMENDATION

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

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