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# *Netflix, Inc.*


# Introduction

NETFLIX, INC.: The American media services company acting in the industry of streaming entertainment has invariably changed the approach towards utilizing media. Initially, it was a DVD rental business and is now a global giant that produces most of its content in-house, and on the way has shown flexibility. This paper aims at analyzing the series of activities that have placed Netflix in a strategic position to compete in the entertainment industry and the difficulties that Netflix is likely to face while being competitive.



# *Strategic Evolution*

The Netflix story is full of tactical shifts that have changed the company's model. Starting as a DVD rental-by-mail provider, Netflix already foresaw the dissolving of physical media business in 2007 and entered the streaming service market. This decision put Netflix on a unique footing to take as big a market share as it could early as its competitors late in your digital television lifecycle stream. Building original content, predominantly starting with 'House of Cards' in the year 2013 reduced Netflix's similarity with competitors and marked it as producer.



# Challenges and Risks

However, there is still a collection of issues that Netflix confronts.

Originally, it is necessary to indicate that the industry of streaming is discussing the tendencies toward the intensification of competition which is connected to the fact that such giants as Disney+, Amazon Prime Video, and HBO Max mainly focus on the creation of new content. There is the ever-growing cost of content production and the constant need to evolve to customers' expectancies to retain them. However, there is also increased uncertainty and a firm's risks as market regulation barriers and setting and dynamics of international markets differ.

# Conclusion

These strategies illustrate that Netflix, Inc. has been very strategic as well as agile in identifying the new trends in the entertainment industry. Sustaining innovation and use of data, Netflix has remained dominant in the streaming service provision market.

But to continue growing and maintaining its competitive edge, the company should still be ready for threats and seize new opportunities that arise.

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