

Netflix Questions

1. External Environment & Competitive Challenges

- What are the significant sources of uncertainty in Netflix's environment today?
- How has Netflix's competitive landscape changed since 2009?
- Apply Porter's Five Forces to assess its current position in the streaming industry.

2. Strategic Adaptation & Business Model Evolution

- Should Netflix continue focusing on original content production or diversify into gaming, live sports, or ad-supported models to sustain growth?
- What strategic moves can Netflix make to differentiate itself in a market where Disney+, HBO Max, and Amazon Prime are growing?
- What inter-organizational strategies should Netflix adopt to remain competitive?

3. Customer Retention & Engagement

- With subscription fatigue increasing, what new approaches should Netflix take to retain customers and attract new users?
- Should Netflix introduce bundled subscriptions, loyalty programs, or AI-driven personalised experiences to strengthen its market position?

4. Future Outlook: Where Should Netflix Go Next? If you were Netflix's CEO, what strategic priorities would you set for the next 5 years?