NETW583 Strategic Management of Technology

Course Project

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Section I: Strategy

Company Introduction

Netflix is a subscription-based streaming service founded by Reed Hastings and Marc Randolph in Scotts Valley, California. Customers can watch Television shows and movies without commercial interruptions on an internet-connected device. It was launched on August 29, 1997. Initially Netflix sold and rented DVD's by mail. About a year in their focus shifted solely to rentals, eliminating sales. Netflix became a publicly traded company on May 29, 2002 with a price per share of $15, today the price per share is more than $250.

Mission Statement

At Netflix, we want to entertain the world. Whatever your taste, and no matter where you live, we give you access to best-in-class TV series, documentaries, feature films and mobile games. Our members control what they want to watch, when they want it, with no ads, in one simple subscription.

The streaming service competition is fierce with many options to choose from, each offering its own unique user experience, content library, including original and exclusive content. For this reason it is imperative that Netflix's maintain its competitive advantage by way of technological innovation to **become the top streaming service**.

Section II: Core Competencies

Technological Innovation

The rapid growth of the Netflix streaming platform is driven primarily by its focus on continuous technological innovation. High quality streaming content is what attracts