

SEC571

Week 2

Organization Profile and Problem Statement

Student Name

Date

Rubric

Criteria
Selection of Organization
Identification of products and services
Analysis of potential improvements
Problem statement
Total

Netflix Organization

- Netflix, created by Reed Hastings and Marc R. Riefkin in Redwood City, California, is a subscription-based streaming service. Customers can watch TV and movies on any internet-connected device.
- Founded August 29, 1997 renting and selling movies from Netflix. After a year, they focused on renting.
- May 29, 2002, went public at \$15 per share. \$445 today.
- TV series and movies may now be downloaded on Windows 10 devices for offline viewing.