

University Of Wales Trinity Saint David

Module: Strategic Management

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Executive Summary

The assessment focuses on trying to develop strategic goals for the company Netflix and it attempts in developing various strategies in achieving all its organizational goals and objectives. The report will be based on discussing the major concepts relating to strategic management which can be applied to business organizations. There will be some evaluation done on the business strategies that will be adopted and the decision-making process would impact the overall operational activities of the business organization. All the internal and external environments of the business will be analyzed with the help of business frameworks like SWOT analysis, pestle analysis, and porter's five forces.

Table of Contents

Introduction	3
Main Discussion	4
1. Strategic Analysis	5
2. Strategic Development	15
3.Strategic Implementation	17
Conclusion	24
References	25

Introduction

In the assessment, the main aim is to understand how Netflix has successfully dealt with its central issues they have developed the best ways to eradicate the problems and have been so well-developed in connecting with the audience. There will be a discussion on how the company has incorporated various theoretical tools and techniques that have enabled them in understanding how to work on their business problems and challenges. This study is all about discussing the major concepts of the factors that have an impact on the overall business of the organizations (Valeri, 2021). The study will discuss the internal and external factors that can have an impact on the environment of the business organization. With the help of pestle and SWOT analysis, there will be an evaluation of how Netflix creates its strategy. The main or central problem faced by Netflix is its high competition.



Image 1: Netflix Logo

Source: (Netflix.com)

Main Discussion

Netflix is one of the production companies that is an American subscription video-on-demand application that is one of the most considered top streaming services. Netflix is based in Los Gatos California and have been founded in the year 1997 by Marc Randolph and Reed Hastings where the app has the ability in offering various TV series, and movies and has won production names as Netflix originals (Rabetino et al., 2021). It has been viewed that according to 2022 September, the company has got more than 222 million subscribers at the global level and shows that 73.3 million are based in the US and Canada; there are 73 million subscribers in Europe, the middle east, and Africa, and more than 39 million in Latin America and was the Asia-pacific region has more than 34.8 million of subscribers. With so many locations to be supervised and managed with effective attempts, Netflix should have created a long-term vision and objectives in making strategic moves that can enhance their use in all the global platforms and become the greatest OTT platform in the digital era.

It can be viewed that the concept of Strategic management can be described as the process that enabled the company (Netflix) in setting its goals and processes within the units and objectives so that the company can be more competitive and able to gain a competitive edge. Strategic management looks at one of the strategic business frameworks that could deploy the staff and resources in achieving the goal of the business organization in the most effective ways (Bulturbayevich, 2021). Strategic management has the ability in supporting Netflix in taking the help of various theoretical business frameworks and with the implementation of it the company would be able to gain its competitive edge. The company has its aim of being the most watched and bets global entertainment distribution service.

SMART Objectives of Netflix:

SPECIFIC	MEASURABLE	ATTAINABLE	REALISTIC	TIMELY
To collaborate with other streaming services to make some discounts on the deal.	By getting the more than 10% of the subscription users every month	To collaborate with other streaming services to help the consumers get unique content that Netflix does not have.	Because the company is so dedicated to making sure that they help their consumers to be very entertained they are very much focused on sharing stories that are impactful.	Three months to six months

To make subscription deals available at affordable prices so that students and unemployed customers can also take the subscription.	When the number of subscribers with and without can be compared with another survival collaboration the company will be able to determine the progress of the goals.	Adding informational content on top of the entertainment content will be driving more users to the account and help the company have new subscribers.	The company can be realistic when they increase its engagement on the platforms like Instagram and having building strong relationships with its followers and subscribers. As a result, all of these actions can help the company in increasing its Netflix subscription.	Three to six months
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Table 1: SMART OBJECTIVES of Netflix

1. Strategic Analysis

A. PESTLE Analysis

It can be viewed that with the help of pestle analysis, Netflix would be able to analyze its brand value and all other business-related tactics. It can be studied that with the help of the business framework like the pestle analysis, a business organization like Netflix would be able to evaluate and analyze all its external factors that can have the ability in impacting the business operational activities (Henry, 2021). The pestle is one of the frameworks that can help a company like Netflix in evaluating their political, social, social, technological, environmental, and legal factors that can impact the various features of the brand in extrinsic ways. With the help of the pestle analysis, NETFLIX would be able to make important decisions in understanding the market dynamics and improving the business in the most significant ways.



Image 2: Pestle Framework

Source: (Keding, 2021)

- ❖ **Political factors:** It is viewed that Netflix is not available in all countries. It has been observed that due to US policies, China does not allow Netflix to enter their markets although China has one of the biggest economies in the world (Chofreh et al., 2021). It can be viewed that because of the USA Netflix and their policies, there are some countries that do not allow Netflix to enter their domain which stops Netflix from expanding its operation. Hence there are various untapped markets because of political policies. Also due to the concepts like censorship, there are various countries that do not allow Netflix in showing the complete content on the screen. Furthermore, in the EU nations, Netflix is asked to pay tax rates at a higher rate which can be a great threat to the company.
- ❖ **Economical factors:** With the expansion of digitalization, it can be viewed that the entire OTT industry has expanded and with the initial stages of the pandemic there has been the development of more than 100 OTT platforms where the major portion of the revenue shared is occupied by Netflix where it has more than 28% of the market shares. It has been studied that Netflix in the current phase has been in the booming stages (Wang et al., 2021). There is a growing demand and trend going on where the demand for the Netflix market indicates a higher rate in the GDP level. With all these factors, wage rates, taxation, inflation rate, unemployment, inflation, and interest rates can have a large impact on the growth of Netflix.

With a lot of new OTT platforms emerging, it is highly suggested that Netflix should initiate taking out more original content so that they would get the scope in sustaining in the market. Also, in a nation and market like India, it is suggested that the prices need to be kept less and provide the consumers with various offers because, in a nation like India, there are other OTT platforms operating which provide their customers with less cost. It is suggested that to survive in countries like India, Netflix should go with domestic streaming, and marketing expenses need to be controlled (Farrukh et al., 2021). Because Netflix is operating in various countries it should be considered that the factors like fluctuations in the exchange rates must be taken into consideration.

❖ **Social factors:** It is already known that some the factors like taxation, inflation, wage rates, and unemployment can have the ability in affecting the viewership of the company. It is very important for Netflix in taking consideration of factors like demographic trends, equality roles, gender, and societal norms (Mitra, 2021). It is factors like the customers buying patterns and online shopping shaping that helps the company in determining the trends that can be viewed as social factors of the customers. It can be viewed that the customer's purchasing power is what makes Netflix help in understanding the social trends in the market in which they operate. It can be studied that the working environment of the company has the ability in encouraging its employees in joining the business organization and should be able to produce content with premium quality.

It can be viewed that to grow in the current market Netflix should be able to conduct market research in various demographic segments to understand the needs of the people and then produce the content based on the likings of the consumers. It can be viewed that in the USA, due to the entertainment content, every household can be able to have a Netflix account (Wirtz et al., 2021). It has been observed that over the years the student segments have been very attracted to using Netflix for the content it offers to the consumers. It has been observed that because online content is so popular in the modern world all the entertainment-loving students and other people are subscribing to Netflix. It is due to the available reliability of the broadband connectivity and the availability of the wide-area target networks for the expansion that has been seen.

❖ **Technological factors:** It is very much observed that Netflix is one of the apps which is online based so it can be viewed that technology is the key role in enabling Netflix to function in the most significant way (Fonseca et al., 2021). It is a significant factor for Netflix in including and taking consideration of trademark copyright, intellectual property right ad patents which is very crucial for Netflix. It is important for Netflix to depend on a third party so that they can have an intellectual right in streaming their content. In some the nations like India, they must make sure that the websites are

one of the proper functional and operational units for the company as there are other ways where people can find other means to see the series and other movies through illegal hacking. They have to make sure that cyber security is tightly held so that there is no chance of theft (Ehrig and Foss, 2022).

The new coming and adoption of the 5G technology will be a major transformation for Netflix in increasing its speed around surfing. This constant upgradation of the technical aspects will help Netflix with various types of content that are new and can be brought in in a very short period. The new thumbs-up option in the company (Netflix), could support and helps them improve the personalized view content as it allows the company in viewing the taste of their viewers and can be helping them in understanding similar shows that can be suggested for customers which can be based on the preferences. With the use of various machine learning algorithms there can be the promotion of the shows which is one of the positive aspects of Netflix.

❖ **Environmental factors:** It has been studied and known for the fact that sustainability has become one of the main concerns of the global world (Ojra et al., 2021). Since all the consumers and the business partner know that Netflix is a complete business that operates on a digital or online basis and they do not have any direct impact on the environment that people live in, still the company contribute wholly to so many green initiatives so that they can do a bit in protecting the environment. To protect the natural land and the environment in which we live Netflix attempt in using all of the renewable technologies so that they can make sure that sustainability is ensured.

To make a reduction in carbon footprint Netflix has made an investment in wind power to offset its need for cloud storage (Alghofeli, 2022). These approaches are taken because it was released by one survey states that all the streaming companies have been adding to 1% of the carbon footprint in the total global emission rate. That is why the companies have been training out sustainable approaches to minimize carbon emissions as much as possible. It has been observed that other approaches that the company takes in protecting the environment are trying to reduce the use of paper in the office. The major factor that Netflix must take care of is the usage of electricity.

❖ **Legal factors:** It is very crucial for Netflix in taking a close look at all the legal policies and rules before it makes its entry into a new country (Almazrouei et al., 2021). As different countries have different forms of legal implications and protocols which need to be followed by the companies. It is very important for the company to keep its data safe and secure; it is observed that the legal implications like consumer protection law, intellectual property rights, and security laws should be highly taken care of because of the customers' of that particular country. It is very much common that

the users most often share their credentials with one another, and it should be followed that streaming on multiple devices at the same time should be regularly checked.

It is studied that copyright issues are the major aspects in which the company Netflix must face tremendous problems and that should be taken care of more effectively (Asobee, 2021). To protect and safeguard the issues relating to intellectual property and copyright issues a company like Netflix should have to maintain proper licensing for all the content that they put on the platforms. It is quite difficult for Netflix in to understand and comply with the laws of the local authority because of the regulations and customers in the foreign jurisdiction which include factors like the local ownership requirements to stream the content providers. Netflix should be able to block different technical blocks just to ensure that users from different parts of the nation do not hack the content that is streaming online.

B. SWOT Analysis

It can be viewed that Netflix has become the top-rated streaming service provider. The platforms have reached in having more than 200 million paid subscribers in the first half of 2021. Netflix is very much moved ahead of its competition due to its well-curated materials that account for 8% of all the videos that are viewed all the time across various worlds (Bulturbayevich, 2021). With the help of the SWOT analysis, Netflix would be able to evaluate its internal factors like its strengths, weakness, threats, and opportunities which would give an understanding in helping the company in basing various strategic moves that would bring advantages to the company in achieving its organizational goals and objectives (Carlier, 2021). It can be viewed that as per the 2020 financial year, there has been a report that has revealed that Netflix has generated a revenue of \$25 billion and have more than 200 million paid subscribers which has allowed Netflix in expanding its market price. As of the 2020 report Netflix has about 45% of the market share for its streaming subscriptions.



Image: SWOT analysis, Source: (Chofreh et al., 2021)

Strengths	Weaknesses
• Netflix has the ability in providing a video-on-demand service (Gartner, 2021). • Subscribers can get access from any source of device that can including tablets, laptops, mobile phones, and smart tv (Henry, 2021). • Netflix original is a production house owned by Netflix itself. • It has restricted copyright. • Has worldwide reach. • Creates content that is natural and quite adaptable.	• With the restricted copyright Netflix would be affected by the level of their earnings (Ehrig and Foss, 2022). As the debts are mounting. • There are some nations where due to the lack of creative materials there are high-priced memberships and are very less famous in some other countries (Farrukh et al., 2021). The company is very much dependent on North America. • Netflix is very much missing out on having customer service that is competent which would hurt customer service and lead to a low level of customer satisfaction (Fonseca et al., 2021).

Opportunities	Threats
● With the strong brand recognition, it can be viewed that the present market has a very high demand for OTT platforms that can have the ability in letting the company grow (Keding, 2021). ● Because Netflix has agreed on signing up for exclusive Netflix-only materials that can bring additional product lines like comic books, video games, and so on. ● It can be viewed that the company has the freedom in launching new customer-centric features in the local marketplaces that will allow the company to grab the attention of the local market.	● Netflix has a vast market where it faces stiff competition and there are competitors like Amazon prime video, Disney hosts, sony liv, youtube, ZEE5, and voot which are very much operating in the same market as Netflix. ● Most of the time Netflix faces the issue of having a single account and multiple users. ● There are issues relating to content piracy and the regulations in various countries would make it difficult for Netflix in sticking to just one company policy. ● It has been observed that due to the harsh impacts of the COVID-19 pandemic, there were negative impacts that led the entertainment sector in pausing the reproduction of new original content or films.

C. Porter's Five Forces

It is viewed that Netflix mostly focuses on the production of content and with the help of porter's five forces Netflix would be able to decide about its competitive environments and how these factors can impact the profitability level of the company. It has been observed that Netflix has been constantly working to use various growth strategies and it is mostly faced with competition (Komilovich et al., 2021). With the help of porter's five forces, the company will be able to understand the dynamics of the industry and according to that, they can develop strategies that would help them in enhancing their strategies to meet the organizational goals and objectives.

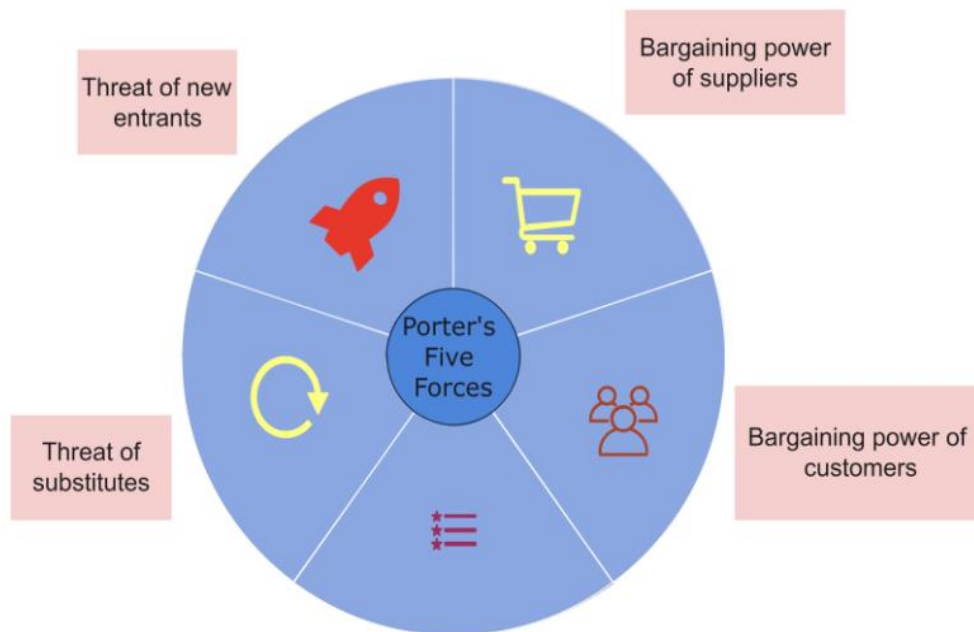


Image: Porter's five factors

Source: (EdrawMax online)

The **competitive rivalry** is very much a **strong force** for Netflix. Through the help of the competitor analysis, it can be viewed that Netflix can be able to see a strong force of competitive rivalry. There are new entrants who are having noticeable barriers due to the cost and low profitability. However, it can be viewed that it is quite easy for the companies which are already existing like HBO and amazon also venture into the same model. The competitors are the ones heaving the additional services and having more control over the connection can be a great threat to Netflix.

The **threats of new entrants** are one of the **strong forces** on Netflix. It can be viewed that with the expansion of the digital market and the OTT platforms, there are various new entrants that are coming up with new business strategies which are new and unique. Anyway, these new entrants are not opposed to any form of barriers and hence it can be a threatening factor for existing companies like Netflix to reduce their sales because of the new entrants in the market (Makhfudz et al., 2021). It was viewed that in 2000 Netflix had a dominant network during that time because there were no such concepts as OTT platforms as it prevails in the current times. In modern times rival companies understand and know what requires to be done and what should be followed in gaining a competitive edge, as all the data about the market and the customer preferences are there in the environment.

The ***bargaining power of the suppliers*** is a ***strong force*** for Netflix. It has been seen that its suppliers for Netflix are quite limited and because the company images in dealing with content that is expensive it does not want to indulge with various multiple suppliers. Due to the few suppliers in the market, the suppliers have very dominant power in the market. Now because the suppliers are training to get to the VOD market it can be understood that they would want to brand their content for the business that they operate. A current example can be shown as the series “Friends” have been removed from Netflix to favour HBO as the main platform for showcasing the show.

The ***bargaining power of the customers*** is a ***strong force*** for Netflix. It can be viewed that the customers have very minimum switching costs and with all the services being offered to them at affordable prices (Mitra, 2021). It can be observed that the main issues relating to that are not the prices rather it can be focused that the laity of the content is the main concern for the customers it can be viewed that the customers have to pay the subscription fees very moths so the five-force model cannot be allied, or the Netflix cannot be dependent on its annual contracts. All these factors contribute largely to the power of the costumes being the strong forces.

The ***threat of substitute products*** or services for Netflix is quite a ***moderate force***. It has been observed that there are very few substitutes available in the market for the content and entertainment sector. Therefore, the threat of substitute services in Netflix’s five post forces is at a moderate level. Netflix has the risk from companies that produce the same comets as Netflix does.

2. Strategic Development

a) Strategies for success

It has been studied that Netflix has changed successfully as how the transmission of content was looked at a few years back with the help of innovation in the technological aspects which include digital streaming and machine learning as well. With the help of Porter's five forces of Netflix, it can be viewed that it cannot be described as a stagnant model for business and cannot be one. So, evaluating the strategies that Netflix uses for its success. There are three main business strategies is used by Netflix in gaining that competitive edge and being the one to be the dominant company in the entertainment and OTT industry.

- ***Cost Leadership:*** With the help of cost leadership Netflix has been able to gain its competitive advantages in the form where it can be able to reduce all its costs and minimize the selling price. This is totally made based on the low cost and how it can use its abilities in selling at the most affordable ranges, but it does not imply can be known as the best-cost provider. Since the company is enjoying

the competitive advantage to reach more customer segments in the global markets as well (Mykhailova et al., 2021). Furthermore, the most aggressive marketing strategy that is totally based on the market penetration strategy has the ability in helping Netflix to grow its business. With the help of personalized customization for all the customer sales and providing a stronger values chain in combination with the cost leadership stages Netflix would be able to gain a competitive edge and help in gaining larger market shares in the industry.

- **Differentiation:** This is also one of the growth strategies that enable the company to grow and expand its business in new areas. It can be viewed that differentiation is one of the intensive growth models for Netflix because it has the traditional approach which allows the company to be more feasible with the business models. Netflix can explore more the segment like video publishing platforms and would be getting more options for creating more unique and authentic content.
- **Focus:** With the help of the focus business strategy Netflix can be able to narrow and choose the market segments that they would want to penetrate (Ojra et al., 2021). With the help of the focus strategy, Netflix has the ability in developing and marketing its approaches to selling its products and services to the specific group of customers that they have been targeting. Netflix has its major focus laid on original content creation and helping customers to watch quality content and expand its collection of original movies and shows.



Image: Business Level strategies, Source: (Rabetino et al., 2021)

2. Strategic Implementation

❖ Organisational Structure

Netflix follows these hierarchical structures but has little modification which allies the company in being more flexible and responsive toward the major changes that go within the global market (Rabetino et al., 2021). With the help of the hierarchical structure, the company is being able to make an evolution in offering various original entertainment content and help them in creating more media streaming services on the customer's demand so that the company would have the ability to attract customers from across the globe. Netflix has this U-form of unitary structure that has been involving the hierarchal structure to maintain executive control and make direction throughout the process of the company. It can be viewed that the corporate structure of Netflix is quite flat when it is compared to other business structures that have a hierarchical structure. With the hierarchical management structure, Netflix can have a functional group for both offline and online operations across various locations. With the various geographical divisions to manage the regional markets, this structure is one of the best ones (Rahman et al., 2021). All the organizational structure helps Netflix in making various divisions of the product types and operation types. It is viewed that the organizational structure of Netflix mainly focuses on distributing the executive control for the company's headquarters and the flexibility of the business is made sure due to the flatness of the organization's structure.

❖ Resource Planning

Human resource planning refers to the consistent process that entails a structure designed for systematic and organized planning so that the optimum use of the most valuable assets that the employees can be used to achieve the goals and objectives of the organization. Human resources planning makes sure that they take up the best candidates for the jobs where they will be able to prevent manpower shortages or surpluses (Valeri, 2021). The main key principles to the process of human resource planning are that they are engaged to analyze the present labor supply, forecast the demands of the labor, balance the projected labor demand with the best supply and also support the goals of Netflix. Human resource management should be very much open to making a good investment in human resource planning because it helps Netflix remain effective and profitable in terms of enhancing its business performance (Butterick and Charlwood, 2021).

3. Strategic Management Frameworks

Strategic management is the main implementation and formulation of the projects and objects that are done by the management of the organization on behalf of their owners and their shareholders. It can be viewed that the strategic framework is one of the highest levels of summary that is produced through a cyclical process of strategy creation (Teece, 2021). It is through the strategic management frameworks there are various strategies that get divided into the repeated formulation and implementation phases each of which has its sub-steps and activities. It can be viewed that the strategic management framework can providing a detailed review of the strategy process which can be adopted by various business organizations. The strategic framework divided the process of the strategies into three main higher-level of activities that can define the vision, the missions where it formulates the strategy, and then lastly implements the strategies.

❖ Formulation

This is the concept that has the ability in including the assessment of the environment in which the organization is operating and then it creates a strategy on how the organization would compete and operates. This is very much the same as the process of budgeting.

❖ Implementation

This is the process where the resources of the organization get deployed in meeting the desired objectives of the business organization.

❖ Competitive advantage

It can be viewed that the organizations have the ability in achieving lower cost of production or product differentiation as the advantages against all their competition. it is very crucial to take the consideration of the market positioning of the brand and the company and to look after all the competitive advantages of the company to take over the competitors.

❖ Experience Curve

It is because of the experience curve the proposition can be expressed when there is the output that gets the product gets doubled and the value-added cost gets declined by a consistent percentage.

❖ **Generic Competitive strategies**

It is very suggested that companies like Netflix in concentrating their strategies on either direction, focus, or cost leadership. As per the famed business strategist, Michael porter tells that when a company put all its focus on one singular factor risk of wasting resources gets reduced with a high margin. such strategies have the ability in focusing majorly on specializing the products by making unique selling propositions or by creating economies of scale in achieving a low cost of production.

❖ **Corporate strategy and Portfolio Theory**

It can be viewed that the modern portfolio theory has the ability in proving the framework that allocates assistance so that that can be used in the given level of risk as the expected return is very much enhanced. it is because of the portfolio theory which has the ability in allowing the corporation in performing a cost-benefit analysis on deploying their resources and meeting the merit of the individual's resources placements to the company in its totality. It is the Growth-share Matrix helps companies like Netflix in analyzing the value of their individual business units which can be done through the plotting of business on an axis (Bogers et al., 2019). There are two major parameters of judgments like market shares which has the ability in measuring the units of the business which measure the competitive position in relation to its peers and the growth rate of the industry can be analyzed which measures the prospects of the particular industry in which the business unit operates.

The corporate strategy is one of the unique ways to plan for long-term strategies with an objective of gaining competitive advantages per the participation of the markets and they aim to deliver both the promises of the stakeholders and the customer demands. The corporate stagy can be defined as the set of decisions that the company takes in setting itself for the best in the future. it can be studied that business organizations have a very limited number of resources, and the corporate strategy model helps the company in supporting the decision-making process of the company in making priorities straight considering the resource that they have (Maurer, 2020). There are various types of corporate strategy, and they can be classified into growth strategy, stability strategy, retrenchment strategy, and re-invention strategy.

Core Competence

The business-like Netflix must be developing their expertise in certain areas of relative excellence and they should be eliminating outsourcing the remainder of the business activities, by being able to do this

the organisation will get the ability in being unique and they can produce unparalleled products, services, and perspectives in the market and to the customers.

❖ The value chain

The value chain includes a list of processes or activities that the companies must perform in bringing the services or the products to the market. The activities can be categorized into two sections these are primary activities and support activities (Fuentes et al., 2020). The primary activities are very much concerned with creating the products or the services, they are made up of the functions like outbound, and inbound logistics, operations, marketing and sales, and the serving of the product. The support activities have the ability in facilitating the production of goods and services. They have the functions like technology, procurement, infrastructure, and human resources.

The Strategy Management Framework:



Image: Strategic management Framework

Source: (Henry, 2021)

Stage 1: Strategy Development : The first step requires the organization to have a clear vision and direction. Before developing plans, a business should determine its short- and long-term objectives. The company will not have any clarity on processes and procedures unless it sets its goals beforehand.

Stage 2: Strategy Formulation : After selecting the best resource for every process, the organization frames its action plan for accomplishing the goal. This strategic planning consists of elements needed to achieve the set objectives effectively. The analysis, assessment, and supervision of processes at every stage help the business resolve issues, whether internal or external.

Analysis

The first part of the strategy formulation can be described as the analysis of the current stages. as it is quite impossible in making certain decisions while creating the strategy if the managers of the company do not understand the lay of the land it is important in evaluating and analyzing various factors which can be done through the first stages of the strategic process. In this stage of the process, the organization needs to consider and analyze various factors like its economic status, the state of the industry, its own specialties, weakness, and strengths. It can be understood that when the strategy is formed now the company gets the idea of understanding its status and they have a detailed evaluation and analysis of its external environment, its status, and its industry as well (Zainuddin, 2022). They now have the chance to look forward and consider various threats and opportunities that they might face in the process. When the business organization presents itself with this combined understanding of its current state and some of the future analysis it now becomes extremely important for the company in thinking about what next, they are going to do in the most specific terms and at this stage, the organization should be focusing more on how they can compete where they have chosen to operate.

Stage 3: Implementing the strategy: This is the third stage the organization makes sure in implementing a strategy which can be done through the two processes that are implementing the strategic structure and the other one is controlling the strategic delivery. This is the stage where the company starts making sure that they have this effective structure where they can collect all the pieces that they are going to fix in the corporation. It can be implied that by thinking on a practical level the organization is now become prepared in delivering its strategy in the most effective ways where the company requires having the right leaders and individuals working in the organization.

Stage 3: Evaluating the effectiveness: The review of strategies is the final step in the process. Looking into each aspect of the business during the strategy formulation and implementation helps the management identify the efforts of every individual. The organization can recognize these efforts through performance appraisal schemes, which are essential aspects of the business.

Conclusion

The report concludes by majorly putting its focus on studying the concepts of strategic Management in the business organization of Netflix. The report majorly has discussed the impact and role of the proper business growth strategies that enable Netflix in creating sustainability in the business organization and tries to improve the performance of its operational units that contribute to the success of Netflix. Also, the report has discussed how business frameworks tools and techniques like SWOT analysis, pestle analysis, and Ansoff matrix are used in understanding the business dynamics of Netflix. The study also has discussed the external and internal factors that impact the performance of Netflix in taking certain decisions for the company: Also, the report has successfully discussed the strategic management and practices that have been studied for the work-related process that helps in improving the sustainability of the organization's performance and aiming to increase the dominance of Netflix by providing quality content to its customers in the most affordable ranges.

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