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Executive summary

The aim of this study is to evaluate Netflix's external and internal contexts, and their impact on its management in a particular case. This study also analyzes how the company's central issues were addressed from a strategic perspective. The Netflix business strategy is very straightforward. The firm charges its users a monthly subscription for access to its vast library of films and television episodes. Netflix rents material from other studios rather than creating any of its own. From the PESTLE analysis, it is visible that the organisation has several legal, political, and economic factors that determine the growing organisation. Netflix's annual profit and net revenue increased by 26.19% and 98.48%, respectively, in the fiscal year of 2020. Netflix's pricing has increased, and they are now far more than those of Disney and Apple. By analysing the strengths of Netflix, it is identified that the high brand awareness and reputation were the important strength of this company. However, it had identified that with adequate strategic decision-making, the organisation could overcome the temporary problems identified through the study.

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1. Introduction

The purpose of this study is to evaluate Netflix's external and internal contexts, and their impact on its management in a particular case. This study also analyzes how the company's central issues were addressed from a strategic perspective. Additionally, this study will incorporate a strategic analysis using PESTLE, SWOT, and the value chain. Ansoff, Bowman's strategic clock will be used to examine strategic choices and options. A strategic implementation and review will also be included in the study. In 1997, Reed Hastings and Marc Randolph launched Netflix. Hastings was a computer engineer, while Randolph worked in technology marketing. The two recognised an opening in the recently developing online streaming and DVD rental markets. To give individuals a simple and practical way to view their preferred movies and TV shows, they founded Netflix. Since its beginnings, Netflix has gone a long way. With more than 150 million users globally, it is currently a significant participant in the Netflix sector. With a sizable and devoted client base, Netflix has grown to become the top streaming video provider thanks this concentration. In addition to movies and TV series, Netflix offers global Netflix services (Aguiar and Waldfogel, 2018). Subscribers can access material without commercials with unlimited viewing on any screen with Internet connectivity for a fair, no-obligation monthly fee. Starbucks, not 7-Eleven, not United, not Dish, but HBO, is a specialised, passionate brand, not a diversified one. Netflix is the same way. This enables them to concentrate on their core services and enhance the consumer experience.

Furthermore, they recently made it possible to download TV series and movies to view later without Internet access. This study aims to investigate Netflix's business strategy and significant strategies that support its steady growth and competitive edge over competitors and retailers (Bhargava, 2021). Netflix has been one of the most successful companies in the streaming media industry. The business has developed a diversified business strategy that incorporates membership fees, content creation, and licencing, enabling it to amass a sizable and devoted customer base. Focusing on client pleasure and consistently innovating its product and business strategy have been Netflix's main strategies. These strategies have helped the business keep one step ahead of the competition and expand its clientele.

2. Business model of Netflix

The Netflix business strategy is very straightforward. The firm charges its users a monthly subscription for access to its vast library of films and television episodes. Netflix rents material from other studios rather than creating any of its own. Because of this, the business is still able

to offer a wide variety of content to its members while maintaining relatively modest pricing (Maddodi, 2019). Netflix also recommends content to its users based on the massive amount of data it has collected about them. As a result, customers continue to use the service since they know there will always be new content available. Netflix focuses on the business model of a combination of on-demand membership.

Consumer Segments

Due to its extensive content library, Netflix has become a well-liked place for movie and television fans. The company has grown its customer base by providing services to various demographics, such as young adults, teenagers, and low-income homes. Additionally, due to its diverse selection of foreign and international titles, Netflix's movies and television shows attract fans from various cultural backgrounds.

Value proposition

Netflix provides a wide range of content that appeals to a variety of interests, which is one of the major advantages of using a streaming service. Without having to be concerned about adverts or commercial interruptions, you may watch whatever you want, whenever you want. Additionally, you can frequently binge-watch a number of episodes or seasons of a show or movie if you find one that you truly enjoy. Personalised recommendations from Netflix that are based on the previous content you have watched are also excellent (Lozic, 2020). So, if you're looking for something fresh to watch, Netflix frequently has some great recommendations. Additionally, since it is entirely digital, it is frequently offered in high definition or even 4K resolution.

Channels

Netflix uses its own website and app as its main distribution channel. There is no doubt regarding it. These two techniques are the most common ways for consumers to watch Netflix since Netflix has made it very simple to access its material through them.

Customer relationship

The basis of Netflix's business is a user-friendly platform that uses an algorithm to suggest material based on what customers frequently access. The business also uses social media to inform its audience about new products and promotions through channels like Instagram, Facebook, and LinkedIn.

Revenue Stream

Subscriptions

Key Activities

Netflix's main goal is to give its users the best streaming video experience possible. Netflix works hard to give its customers the finest streaming video experience. This entails enhancing the service's quality continually and increasing the number of TV series and films that may be streamed. Additionally, Netflix is always coming up with innovative methods to improve the quality of its subscribers' viewing experiences (Song, 2021).

Key Partners

Several parties stand to gain from Netflix's continuous growth, including media businesses and TV networks that licence their material to the company, makers of consumer gadgets like the Wii, X-Box, and PlayStation that include Netflix as part of their hardware, and Amazon AWS.

Cost Structures

Netflix's highest expense, making up more than 60% of all expenses in 2017, is content. Through its own studio and relationships with content producers and distributors, Netflix buys and creates content (Pilipets, 2019). To provide its members with a wide range of materials, the firm has recently made significant investments in content development and intends to do so in the future.

3. Strategic analysis

3.1 PESTLE analysis

PESTLE refers to, Political, Economic, Social, Technological, Legal, and Environmental factors that affect an organisation or situation. It provides an overview of the whole world from a variety of perceptions that one wants to check out and keep track of when thinking through a specific idea or plan (Singh et al., 2018).

Political factors	• Conventional TV is losing viewers' attention as internet streaming services, including Netflix and YouTube, gain popularity. It is a significant threat to AT&T and other traditional cable network providers. They backlashed to the organisation. • Netflix runs its operations in nearly 200 particular nations around the globe. In any case, places just like Crimea, North Korea, China, and Syria do not have to get to their benefit. It's because the
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	governments of those nations and the US have a really serious difference (Durand and Milberg, 2020).
Economic factors	• Customers would have to pay more if the other countries' currencies were weak. It means that for many clients in various regions, Netflix is a luxury brand. • In the pandemic year of 2020, Netflix's annual profit and net revenue climbed by 26.19% and 98.48%, respectively. • Netflix has raised its prices, which are now significantly more than those of Disney and Apple. • Circulation of pirated content increases the threat to the organisation and increases the economic loss (Devaux et al., 2018).
Social factors	• The ambience at Netflix is quite welcoming. Since the company's employees appreciate their jobs, they consistently produce high-quality products. • Additionally, the corporation offers Doctoral students grants. The company offers financial aid to learners from low-income families in addition to scholarships. • Likewise, Netflix has set aside 2% of its annual revenue, or \$100 million, for the benefit of the black community. It is just another of the wonderful features that lead consumers to Netflix and induce them to spend more (Antràs, 2020).
Technical factors	• Software named "Hermes" was recently created by Netflix researchers. The information can be automatically translated into different languages. This is a fantastic invention that will aid the business in expanding its market. • Netflix has unique, cutting-edge converters. They scale back the video's size without sacrificing its quality. • High-tech converters are available from Netflix. Without sacrificing the video's quality, they shrink it in size.
Legal factors	• Netflix is forced to adhere to their rules and exclude consumers from other nations. As a result, only a small portion of the clients are affected.

	• High subscription charges for the organisation and it had resulted in consumers filing legal charts against the organisation (Horner and Nadvi, 2018).
Environmental factors	• Lately, Netflix and the EPA have teamed up to employ greener energy. The business would have to demonstrate its yearly investment in renewable energy. • An estimate places the carbon footprint of video streaming providers at 1% of all carbon emissions worldwide (Yu et al., 2022).

From the PESTLE analysis, it is visible that the organisation have several legal, political, and economic factors that determine the growing organisation. Nearly 200 specific nations throughout the world are where Netflix has operations. Crimea, North Korea, China, and Syria, for example, do not, in any event, gain from it. It's because there are significant differences between the governments of those countries and the US. Netflix's annual profit and net revenue increased by 26.19% and 98.48%, respectively, in the fiscal year of 2020. Netflix's pricing has increased, and they are now far more than those of Disney and Apple. Moreover, Netflix researchers have developed software called "Hermes." Different languages can be automatically translated from the information. This great invention will help the company grow its customer base (Yu et al., 2022).

3.2 SWOT analysis

Strength: By analysing the strengths of Netflix, it is identified that the high brand awareness and reputation were the important strength of this company. Also, Netflix attained increased growth, and they expanded their services across 190 countries. Having more than 180 million subscribers was another key strength of this organisation. Netflix is a business that is very adaptable (Shi and Zhou, 2021). In response to changing consumer needs and technological advancements, it constantly modifies its service. As a result, it may continue to be innovative and have a significant impact on the market. This enables it to stay ahead of the competition and hold onto its lead.

Weakness: There are worries about how popular the streaming service Netflix may become, how the market would become dependent on it, how much it might cost, and how long it will be around. Because it has not been subject to the same copyright constraints as traditional media

firms, Netflix has been able to expand quickly. Because of this, it is now able to offer its members a larger variety of materials (Onyusheva and Baker, 2021). There are worries that this might create issues later on because copyright holders would start to demand more money from Netflix. The market's potential overdependence on Netflix is another issue. If Netflix ever meets competition from another firm, this might cause issues.

Opportunities: Future development opportunities for Netflix have been broken down into five main categories: expansion, ad-based monetisation strategies, mobile alternatives, localised content, and yearly subscription. The business has already started to develop in these directions, and the upcoming years might see tremendous expansion (Wu and Zhou, 2021). A major potential for Netflix is expansion. The business has already had success in this sector and is eager to expand into new areas. To increase its presence in other nations, Netflix has forged new alliances with businesses. Additionally, Netflix is thinking about entering the video gaming industry. Another potential market for Netflix is the paradigm of advertising-based revenue.

Threat: The road to Netflix's success has not been easy, though. Other streaming services like Amazon Prime and Hulu have posed a serious threat to the business. In addition, hackers and pirates have targeted Netflix (Niu, 2021). In its early years, Netflix faced the largest dangers from market saturation and hacking. Netflix was able to overcome these obstacles and take the top spot in the streaming industry.

3.3 Value chain analysis

Davchev et al. (2018) claim that Netflix's value chain analysis is mostly related to the four auxiliary and five principal operations that the company does to achieve competitive advantages. The value chain analysis can help a company make the right internal adjustments, improve the products and services it offers, and strengthen its relationships with other companies and those companies' target markets.

Inbound logistics: According to Chang et al. (2020), Netflix is a top manufacturer. Thus a wide range of raw materials is required to produce the items. Additionally, obtaining novel materials, internally distributing all the raw materials, and storing the inputs and components to start the production process are all included in Netflix's inbound logistics operations. The inbound logistics operations seek to ensure that all inputs are successfully recorded, moved internally, and stored.

Outbound logistics: Netflix reportedly sends content to its own galleries and shops in the US market and another 35 countries, according to Dessbesell et al. (2020). The business also creatively delivers content directly to the target market. Additionally, OTT platforms typically have a modest number of contents in stock at each of their locations to support immediate sales. Additionally, the majority of customers choose to acquire customised interest online.

Operations: The Netflix brand, according to Hussain et al. (2019), has an efficient manufacturing plan in numerous locations. Thus the company needs internal operations management in addition to coordination between the various performing units. In addition, the operations can be divided into other categories based on the two different product lines, such as the entertainment business, which comprises movie creation, writing, sales, and production. The second is that production, design, sales, and publication of other Netflix original material are included in the storage portions and energy generation.

Sales and marketing: Like many business methods in the electronic entertainment sector, sales and marketing techniques are frequently unusual. Netflix's marketing strategy is known as the Zero Dollar, and its capacity to draw in a wide range of media from around the world is the primary driver of the values regaling the improvement of the brand awareness level on a global scale. Nikolopoulos et al. (2021) claim that the Netflix brand also engages in the sales of the adopted entertainment industry and that the firm-adopted business supports the delivery of novel content by fusing the sales of new platforms with the needs of the clients to trade in their non-Netflix and existing Netflix platforms, such as YouTube.

Service: Gereffi (2019) noted that Netflix offers a customised chart service at their primary apps and that the company's value chain analysis would now incorporate original material across the entire nation to provide a speedy and efficient experience.

Human resource management: According to Batista et al. (2019) opinion, Netflix must successfully preserve its competitive advantages through the talented individuals who are unique to the company and their creative range of goods. The HRM team works to find, develop, and keep its qualified employees.

Infrastructure: According to Borsellino et al. (2020), the Netflix company is divided into two main production and distribution segments. Nevertheless, Marc Rodolph's management approach has been applied to each of these sectors. Moreover, strategic management and planning for the infrastructure Netflix's infrastructure enable cost control.

Procurement: Netflix's primary manufacturing activities are inventory control and raw material acquisition. According to Naylor et al. (2021), Netflix's value chain analysis includes the process of buying multiple parts from various suppliers. Maintaining an effective communication and working with each of these suppliers' teams to ensure a successful procurement process is important for Netflix's value chain.

Inventory management and the purchase of raw materials are Netflix's two main manufacturing processes. Netflix's value chain analysis, according to Naylor et al. (2021), takes into account the process of acquiring several parts from various vendors. Netflix's value chain depends on keeping open lines of communication and cooperating with the teams of each of these suppliers to make the procurement process successful. Inventory management and the purchase of raw materials are Netflix's two main manufacturing processes. Netflix's value chain analysis has an account of the process of acquiring several parts from various vendors. Netflix's value chain depends on maintaining effective communication and cooperating with the teams of each of these suppliers to achieve a successful procurement procedure.

4. Strategic options and changes

4.1 Ansoff Matrix

Market Penetration: Market penetration operates as Netflix Inc.'s principal, concentrated strategic approach. This tactic entails boosting the current products and services of the company's market share inside the same market. Netflix largely relies on word-of-mouth marketing and its customer base to do this. Both new and returning users may take advantage of substantial savings and promotions from Netflix. The goal of Netflix's development plan is to increase streaming service sales in its current markets (Verhoef et al., 2021). This tactic is supported by the business's requirement to keep expanding both its user base and revenue in order to keep its position as the top streaming service provider. Netflix is concentrating on strengthening its consumer offering and broadening its presence in its current areas in order to achieve this.

Increasing marketing and promotional efforts in key regions including the US, Canada, and Europe is part of Netflix's expansion plan. In order to keep users interested, the firm also aims to regularly add new content to its digital library (Choa and Anindyab, 2021). In order to increase the quality and speed of its streaming, Netflix is making significant investments in its technological infrastructure.

Market Development: For the company's diverse audience, Netflix's Product Development team is in charge of developing fresh content and experiences. The team's goal is to develop solutions that enhance the Netflix user experience for viewers worldwide. To make sure that new products are created and delivered in a way that satisfies the expectations of the company's consumers, the team collaborates closely with other Netflix divisions (Anshari et al., 2019). The team is also in charge of making sure that new products are compatible with the organisation's current systems and infrastructure.

Product Development: As a supplementary, aggressive growth strategy, market expansion is backed by Netflix's organisational development. This expansion strategy is not without difficulties, though. The business will encounter fierce competition as it enters new markets from established regional companies (Kahrović and Kahrović, 2021). Additionally, it has to navigate the challenges of working in many regulatory contexts. But despite these difficulties, Netflix has been able to expand its clientele and establish itself as a major player in the media industry.

Diversification: Diversification is a strategy course that Netflix seldom follows in order to expand its business. This is most likely due to the significant hazards associated with choosing this course of action. Diversification may be a very efficient strategy for corporate expansion, but if carried out improperly, it can also be quite risky (Fattouh et al., 2019). To make diversification effective for Netflix, it would need to be certain that it could successfully enter new areas and compete against established rivals.

4.2 Strategic clock

Low price and low value:

This marketing tactic explains quantity selling. The value of the goods and services is low, and the prices are as low as they can be. The Netflix Company claims that the cost of the subscription is very high (Naylor et al., 2021). As a result, the organisation must implement this plan.

Low Price:

Being the most affordable choice for customers is the market strategy. The organisation would be unable to fall under this heading. It cannot compete on a cost basis since it lacks the scale, resources, and production capacity.

Hybrid:

This product category is experiencing a time where higher value is perceived at a lower price. Because it needs to have the scale, production, and capital to compete on a cost basis, the organisation does not go for this method (Devaux, A., Torero, and Horton, 2018)

Differentiation

Netflix exclusively focuses on specific niches of the population, such as movie enthusiasts and people with spare leisure.

Focuses Differentiation

Only owing to innovative product design and cutting-edge technologies, which enable luring customers to take a subscription, does the company survive. Therefore, in the current context, this is an ideal position for the organisation that provides a competitive advantage (Neish et al., 2018).

Risky High Margins:

The corporation sets high prices and uses a strategy that is primarily focused without providing any added value. Customers of the company continue to pay high prices for the services or goods, and refunds can be high. This tactic's main driving force is to choose a high price point without providing any discernible added value.

Monopoly Pricing

A single business controls product pricing in this market approach. Therefore other elements like price points, value, or competition are less important. The company would be bought for its high-quality products and great value. They are mostly concentrating on elite groups like millionaires and famous people. As a result, their products have very high prices and high values.

Loss Market Share

Market share in this company is preserved with this tactic. They mostly concentrate on attracting potential subscribers. (Antràs, 2020)

5. Strategic implementation and strategic review

5.1 Mendelow's Stakeholder Analysis

In order to analyse the stakeholders based on their power and interests, Mendelow's stakeholder analysis technique is used. Netflix has a corporate social responsibility strategy, as mentioned by Kano et al. (2020), which relies on the structure of the market. For instance, Netflix is frequently seen as the antithesis of conventional Netflix, which use a combustion engine and have a negative impact on the environment. According to Fu and Chien (2019), the stakeholder team associated with Netflix has a number of goals and objectives related to their interest in the business. Therefore, it is crucial to investigate their motivations in order for the business to ascertain its objectives and areas of interest in the markets.

According to Coe and Yeung (2019), communities have a significant influence on the Netflix industry, and Netflix is no exception because of the reputation of the brand. Additionally, protecting the environment is one of the main concerns of the communities, which are important stakeholders. The communities are happy with Netflix's ecologically sound products because the Netflix properly allays all their concerns. Additionally, Netflix is working to satiate all societal interests in the application of cutting-edge technology. For instance, Elon Musk stated that Netflix would allow third parties and the company to implement its practices in 2014 so that more goods could be produced using the newest technologies and that these CSR techniques would also be beneficial (Gereffi, 2020).

Netflix demonstrates that its personnel is a primary driving factor behind the company's CSR and corporate growth initiatives. Additionally, the staff has a direct impact on productivity and organisational success, so it is important for Netflix to address all employee problems (Zhang et al., 2020). Netflix is presently working to boost employee motivation by addressing these issues through competitive remuneration schemes and HR initiatives designed to improve employee professional competencies and skills (Liu et al., 2020).

Netflix is reliant on acts of government power, as mentioned by Hemphill et al. in 2022. The government officials, who make up the stakeholder group, are worried about the firm's adherence to the law, its deeds, and its contributions to the state's economic expansion. Additionally, Netflix's strategic goals for international expansion and track record satisfy the needs of the government.

Customers have a direct impact on Netflix's bottom line and are also concerned about the products' acceptable levels of cost. The company is currently lowering the price of the subscription to Netflix to lower the cost of the final items in order to meet these needs. Netflix is therefore attempting to produce their own content rather than acquiring them from other businesses in order to make the content more affordable for individual consumers (Bai et al., 2020). Additionally, one of the company's primary goals at the moment is to expand the network of charging stations across all countries, which would increase overall customer happiness and ensure that Netflix addresses the concerns of the target customers as the primary stakeholder group.

5.2 Resource Based view strategy

The success of Netflix as a business is largely attributable to its resource-based view strategy. This approach uses the company's distinctive assets and skills to gain a competitive edge (Gereffi, 2018). Netflix has made significant investments in technology and content, enabling it to develop a distinctive streaming platform that is hard for rivals to imitate. A huge range of films and TV episodes are available to Netflix's subscribers because of its solid partnerships with Hollywood studios and content producers. This has aided Netflix in becoming the most popular streaming service worldwide. Based on its resources, Netflix has created a competitive advantage that is strong and long-lasting. In addition to a wealth of data it exploits to its advantage, Netflix has a thorough awareness of its customers' requirements and watching preferences. Additionally, Netflix makes significant investments in both content and technology, giving it an advantage over its rivals (Lund et al., 2020). Consequently, even as new competitors enter the market, Netflix can hold onto its competitive advantage over the long term.

Since its start in 1997, Netflix has used a resource-based viewing strategy. This tactic has assisted Netflix in becoming one of the most popular streaming services worldwide. Netflix has developed a competitive edge using its powerful brand, clientele, and technological platform (Limna et al., 2022). Key elements of Netflix's resource-based view strategy include: Putting the needs and wishes of the client first: Netflix has always put the customer first. They work hard to keep consumers interested by adding new features and enhancing the user experience. A powerful brand: Netflix has created a powerful brand that is well-known worldwide. Customers know what to anticipate from Netflix, which has helped them cultivate a devoted following (Davchev et al., 2018).

5.3 McKinsey 7S Model

Strategy: In order to draw in as many consumers as possible, Netflix has chosen a twofold strategy. Their initial tactic is to provide a service that is among the most economical on the market. The second plan is to stop being a content distributor and start creating original Netflix-only programming (Katuse, 2022). Netflix has spent billions on developing fresh content, which has aided in growing its subscriber base.

Structure: With consumer electronics companies, Internet service providers, and distributors of multi-channel video programmes, Netflix has created a vast network of partnerships. These alliances enable Netflix to distribute its films and TV shows on a variety of platforms and devices (Foster and Grannell, 2022). To develop, produce, and enhance the Netflix user experience, the Netflix product team collaborates closely with these partners.

Systems: The five primary systems used by the Netflix organisation run continually. Among these are sales, distribution, packaging, display, and purchase. These technologies all work together to provide Netflix customers with the best experience possible. Netflix uses the purchase process to get the material it provides. This includes both original producing content and acquiring TV shows and films via studio licencing. The packaging technology then transforms this content in a consumer-friendly manner. The display system makes it easy to find and examine this information. The distribution system delivers the programmes to users' homes. Finally, the sales system is used to manage client billing and payments.

Staff: There are numerous reasons why Netflix is a terrific place to work, but one of the main benefits is the calibre of the staff. Due to their attendance at universities like Stanford and Yale, the Netflix staff members are exceptionally intelligent and educated (Kearney, 2019). They are frequently handsomely compensated, with staff earnings that average \$180,000 annually, ranking among the best in America. This leads to a highly qualified and driven team that can provide excellent outcomes for the business.

Style: Netflix has a long history of being an inventive business, continually coming up with new methods to provide its viewers with content. Most recently, it has taken the lead in creating a brand-new business strategy for Netflix. Netflix's "Freedom and Responsibility Culture," which refers to the company's underlying prevailing logic of proactivity, competitiveness, autonomy, creativity, and risk-taking, has been used to produce this systemic innovation (Greenquist et al., 2019). In this non-process-driven business model, the Stewardship Theory is incorporated into this culture to assist Netflix in preserving employee control while reducing agency expenses.

Skills: Netflix brags about its well-developed culture in job advertisements on its own website. According to Netflix, “the most crucial talent of every Netflix employee is the ability to generate excellent outcomes, where objective judgements of success hold more weight than any other.” The business offers attractive pay to entice deep talent.

Shared Values: Netflix’s objective is to deliver superior customer service to its customers, valuable relationships to its suppliers, long-term profitable growth to its investors, and a major impact to its workers. By providing the best possible customer service and by consistently innovating, keep expanding and improving everyone’s Netflix experience. Netflix were continually looking for ways to enhance its service, expand its selection of content, and provide everyone a better overall Netflix experience (Longwe and Sakyi, 2020).

6. Recommendations and conclusion

The organisation has to continuously observe the market and bring strategic changes to the organisation. As per the observation of Devaux et al. (2021), understanding the changing perception of consumers is necessary for the growth of the organisation. Especially in the entertainment industry, the behaviour of the consumers for the subscribers changes rapidly. Therefore, to meet the objectives and successful understanding the situation, the organisation should have concentrated on market analysis. For analysing the market, the organisation can employ various tools like big data analytics and the industrial internet of things. This significantly helps to closely observe the changes in the market and take adequate actions to overcome the temporary challenges faced by the organisation. It further helps to understand the nature of Human Resource Management and operation management within the organisation, which contribute to the profit growth of the organisation.

Hence organisations need to identify various resources that could engage human resource practices and develop the company. The use of industry 4.0 tools significantly helps to handle the inbound and outbound logistics of the organisation and helps to meet the margin of the organisation. In addition to that, the organisation should concentrate on market development and reduce the economic recession in various countries by providing low-cost services (Borsellino et al., 2020).

The company has a great opportunity to expand its market and strengthen its comparative advantage. According to the most recent data, media and networks account for roughly 45.20 per cent of the organisation’s total revenue, which is clearly the biggest source of income. However, the economic climate in Netflix’s key countries, including China, is uncertain, and

the nation's growth rate is modest. Therefore, the company must diversify its product offerings and make smart decisions in order to increase its market. However, the political and social environment for the organisation makes expanding its global market more viable and suitable. In addition, the organisation requires a sufficient financial backing to manage its finances and capture market share. Diversification is a strategy course that Netflix seldom follows in order to expand its business. This is most likely due to the significant hazards associated with choosing this course of action. Moreover, Conventional TV is losing viewers' attention as internet streaming services, including Netflix and YouTube, gain popularity. It is a significant threat to AT&T and other traditional cable network providers. Hence, they backlashed to Netflix, which increased the political pressure. However, it had identified that with adequate strategic decision-making, the organisation could overcome the temporary problems identified through the study.

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