

BMMB7026 – Managing Marketing Change

Assignment 1

Submission Template

Printed Name: _____ M d R a k i b M i a _____

Signature: _____ 

Please list your group members (names & ID) in the box below:

Venkata Dharma Reddy Madana (2507011)

Md Rakib Mia (2513201)

Vedant Narendrakumar Vyas (2516706)

Bhumika Vinodkumar Thoriya (2309479)

Mohmmad Rahil Aabid Hussain Vahora (2508046)

Please state your chosen organisation & contemporary issue in the box below:

Selected Organisation: Netflix

Selected Key Issue: Shift from dvd rentals to streaming platform