**BEEHIVE MOOC - Case Study 4**

Lessons: Units 1 - 18

In this case study, you have to watch 3 documentaries on the game-changers in the world and answer each follow-up question. Your answers must be submitted in either Google Docs or MS Word file.

Upload your case study through this Assignment on or before May 13, 2024.

**Part 1.**

Watch this documentary video on [**How Amazon’s Jeff Bezos Changed the World**](https://youtu.be/WGsMQLmyjM0), and answer the following questions:

1. How did Amazon identify and assess an opportunity, solve problems creatively, and communicate effectively to its customers?

Amazon has demonstrated a remarkable capacity for identifying opportunities, primarily by meticulously tracking market trends and consumer behavior. By discerning the burgeoning trend of online shopping, Amazon strategically positioned itself as a pioneer in the e-commerce realm. Furthermore, the company's innovative problem-solving abilities have been evidenced by the introduction of features such as one-click ordering and the highly coveted Prime membership, both of which significantly enhance customer experience. Moreover, Amazon's communication prowess shines through its personalized recommendations, targeted advertising efforts, and transparent policies, all of which contribute to fostering a sense of trust and loyalty among its vast customer base. In essence, Amazon's enduring success can be attributed to its unwavering commitment to innovation, adaptability, and prioritization of customer satisfaction, underscored by its effective problem-solving strategies and communication tactics.

1. What entrepreneurial skills and mindset does Jeff Bezos has that made Amazon successful?
2. Top of Form

Jeff Bezos, the founder of Amazon, embodies a multifaceted entrepreneurial spirit crucial to the company's success. His visionary leadership propels Amazon forward, epitomizing a long-term perspective that fuels innovation and expansion into diverse industries such as cloud computing and streaming services. Bezos's willingness to take calculated risks and endure short-term setbacks underscores his resilience and commitment to long-term growth. Central to Amazon's ethos is a relentless focus on customer satisfaction, nurtured by Bezos's customer-centric approach and dedication to exceeding expectations. Embracing a culture of innovation and experimentation, Bezos fosters an environment where failure is viewed as a necessary step toward progress, driving the development of groundbreaking technologies and business models. Utilizing data-driven decision-making and maintaining adaptability in the face of change, Bezos ensures Amazon's continued agility and relevance in a dynamic marketplace.

**Part 2.**

Watch this documentary video on [**How Google Founders Sergey Brin & Larry Page Changed the World**](https://youtu.be/szbC4mZiVdQ), and answer the following questions:

1. How did Google identify and assess an opportunity, solve problems creatively, and communicate effectively to its customers?
2. What entrepreneurial skills and mindset do Larry Page and Sergey Brin that made Google successful?

**Part 3.**

Watch this documentary video on [**How Netflix’s Reed Hastings Changed the World**](https://youtu.be/M7qfeK6ntsE), and answer the following questions:

1. How did Netflix identify and assess an opportunity, solve problems creatively, and communicate effectively to its customers?
2. What entrepreneurial skills and mindset does Reed Hastings have that made Netflix successful?

**Part 4.**

1. Based on the documentary videos on Amazon, Google, and Netflix, summarize how these game-changers overcame obstacles. What does it take for an entrepreneur to overcome obstacles in business and/or startups?
2. What basic entrepreneurial lessons in BEEHIVE MOOC were applied by the founders of these game-changing companies (Amazon, Google, and Netflix)?
3. Give three key takeaways you learned from the documentary videos.