

Finlatics Case Study on Netflix



Case studies
for
Business Analyst Experience Program



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Problem Given:

As a business analyst, what strategies would you recommend for Netflix to

1. enhance its revenue?
2. Should Netflix continue to operate in the Indian market alone, or work with a local player in India to accelerate its growth in the Indian market?

Solution:

1. Strategies to Enhance Netflix's Revenue

Expand Localized Content:

- **Investment in Regional Content:** Increase investment in producing regional and localized content to cater to the diverse tastes and preferences of the Indian audience. Focus on creating high-quality, culturally relevant content in multiple Indian languages.
- **Partnerships with Local Production Houses:** Collaborate with local production houses and filmmakers to tap into local expertise and storytelling.

Flexible Pricing Strategies:

- **Tiered Pricing Models:** Implement tiered pricing models to cater to different segments of the market. Introduce affordable plans with ad-supported content to attract price-sensitive customers.
- **Bundling Offers:** Partner with telecom operators and internet service providers to offer bundled subscription packages, making it more affordable for users to access Netflix.

Enhance Digital Marketing Efforts:

- **Social Media Campaigns:** Intensify social media campaigns to engage with the audience. Use influencers and celebrities to promote content and create buzz around new releases.
- **Localized Marketing:** Develop marketing campaigns that resonate with local culture and festivals. Tailor advertisements to regional preferences and languages.

User Experience and Technology:

- **Improve User Interface:** Enhance the user interface to provide a seamless and personalized viewing experience. Utilize AI and machine learning to offer personalized content recommendations.
- **Offline Viewing Options:** Expand the offline viewing options to cater to users with limited internet access. This can be particularly appealing in regions with connectivity issues.

Expand Payment Options:

- **Flexible Payment Methods:** Introduce more flexible and convenient payment methods, such as mobile wallets, UPI, and pay-as-you-go models, to cater to the Indian market's payment preferences.

2. Strategic Decision: Operate Alone or Collaborate with a Local Player?

Operate Alone:

- **Control Over Content and Strategy:** Retain full control over content production, marketing strategies, and user experience. This allows Netflix to maintain its brand identity and ensure consistent quality. Continue refining the strategy based on the unique preferences and dynamics of the Indian audience.
- **Global Integration:** Leverage global content and technology resources to enhance the Indian platform. Utilize insights and best practices from other markets to improve performance in India.

Collaborate with a Local Player:

- **Access to Local Expertise:** Gain insights and expertise from local partners who understand the market dynamics and consumer behavior better. This can help in creating more relevant and appealing content. Accelerate growth by leveraging the local partner's distribution network and established user base.
- **Cost-Sharing and Risk Mitigation:** Share the costs of content production, marketing, and distribution with a local partner, reducing financial risk. Mitigate the risks associated with entering a highly competitive market by sharing resources and expertise.

Recommendation:

Considering the competitive landscape and the unique characteristics of the Indian market, a hybrid approach might be the most effective strategy:

- **Strategic Partnerships:** Form strategic partnerships with local content creators and production houses to enhance the content portfolio. This can provide the benefits of local expertise while maintaining control over the overall strategy.
- **Joint Ventures:** Consider joint ventures with local players for specific projects or regions. This can help in leveraging local strengths while sharing costs and risks.
- **Localized Operations:** Establish a localized operational team that understands the market and can implement strategies tailored to the Indian audience. This team can work closely with global headquarters to align strategies.