

5. IN SCOPE:

- Restrict Password Sharing.
- Creating more kid's Content.
- Subscription Fee Discount on Family plan and Students.
- Implement Artificial Intelligence technology.

6. OUT OF SCOPE:

- Network infrastructure or hardware.
- Legal or regulatory compliance.
- Access control for physical facilities.
- Password policies.
- Age-inappropriate content.
- Commercially biased content.
- Offensive content.
- Pricing strategies unrelated to subscription fee discounts.
- Proposals that do not align with the organization's revenue goals or pricing strategy.
- AI solutions that are not applicable to the organization's needs.
- Proposals that do not align with the organization's budget or resources.
- Proposals for implementing other technologies.

7. BUDGET:

Netflix proposes a budget of \$10 million for the next fiscal year (2023-2024) to continue to grow our customer base and expand our content offerings.

Marketing and Advertising - We need to allocate a portion of the budget to marketing and advertising efforts to promote our brand and increase awareness of our content offerings. Netflix may allocate approximately \$1 million or 10% of the budget to marketing and advertising efforts. This can include digital and traditional advertising campaigns, social media marketing, content partnerships, and influencer marketing.

Technology and Infrastructure: To ensure a seamless user experience, Netflix may allocate approximately \$3 million or 30% of the budget to investing in technology and infrastructure. This can include upgrading servers, improving streaming capabilities, enhancing search and recommendation algorithms, and developing new features that improve the overall customer experience.

Salaries and Benefits - To attract and retain top talent, Netflix may allocate approximately \$6 million or 60% of the budget to employee salaries and benefits. This can include bonuses, incentives, health insurance, retirement plans, and training and development programs.

This proposal includes a breakdown of costs:

TOTAL ESTIMATION: 10 million.

S.NO	Direct Costs	Costs (USD)
1	Automation Platform	500,000
2	Vendor Costs	5 million
3	Team Wages	1 million

S.NO	InDirect Costs	Costs (USD)
1	Server Costs	1 million
2	License Renewal	500,000
3	Technology/ Software Upgrade	1 million
4	Marketing	1 million