**Marella MORAD**

**NetFlix - Mission statement, Goals and Objectives**

1. Mission statement:

To make watching series and movies easier for users - to have your own cinema at home

2. Goals:

*Organisational*:

* To be more successful and well known.

*Information System*:

* To have a variety of movies and series - especially the newest ones.

3. Objectives:

*Organisational*:

* To increase subscriptions by 10% when streaming Disney movies / most recent movies.

*Information System*:

* To stream with an up to UHD 4K resolution with a variety of resolutions that will fit the users’ internet speed.
* To allow sign up via Google or Facebook - easier to make an account.