**MN6003 Strategy: Choices and Change**

Theme 2: Strategy Decision-Making

Assignment 2: Netflix in India

Distributed:

Deadline: **Wednesday, 13th September 2023, 3 pm**, submitted via Turnitin / WebLearn (Week 15)

**Task:**

You are a strategy consultant, advising many of the world’s leading companies. Your task is to produce a strategy report for Reed Hastings, CEO of Netflix, analysing Netflix’s global strategy and their strategy in India.

Your strategy report should be a maximum of 2,000 words, based on the Netflix India case study and your responses to the three sub-questions below (for section 2.0). Your report should demonstrate your ability to use and apply a wide range of strategy models, concepts, and theories (MCT), based around strategy decision-making, to Netflix and Netflix India.

Using data, facts and figures from the case study, the three sub-questions which you must address for Reed Hastings, detailed in section 2.0, are:

*1) How and why has Netflix’s overall global strategy been successful so far? (Possible strategy models: Porter’s Generic Strategies / Bowman’s Strategy Clock, plus others as appropriate)*

*2) Netflix launched in India in 2016. Is Netflix India’s strategy sustainable, and what are their choices and options for India? (Possible strategy models: Ansoff Matrix, plus others as appropriate)*

*3) Does Netflix’s strategy in India follow the company’s overall global strategy? (Possible strategy models: Mergers, acquisitions, and alliances / SAFe criteria / Choice Matrix, plus others as appropriate)*

**Indicative Structure for Report:**

Title page and Contents page

1.0 Executive Summary (200 words maximum)

2.0 Case Study Analysis – addressing and answering each of the three sub-questions above (approx. 600 words per question, plus diagrams, models, charts, graphs, tables, images = 1,800 words maximum)

3.0 Recommendations – using your analysis from section 2.0, explain which other countries Netflix could launch in next, as part of their overall global strategy (200 words maximum).

4.0 References – there should be at least five different academic references from text books, academic journal articles, and news / media articles

Use Arial, size 12, 1.5 spacing, and follow the London Met guide to Harvard system of referencing, see: [https://student.londonmet.ac.uk/media/london-metropolitan-university/london-met-documents/professional-service-departments/library-services/referencing/HarvardReferencingGuideFull2016-05.pdf /](https://student.londonmet.ac.uk/media/london-metropolitan-university/london-met-documents/professional-service-departments/library-services/referencing/HarvardReferencingGuideFull2016-05.pdf%20/) You must also make use of visuals, such as graphs, images, tables, images and charts, to enhance your written text – that way, your strategy report will be much more visually appealing.