

**KARNATAK LAW SOCIETY'S  
GOGTE INSTITUTE OF TECHNOLOGY  
UDYAMBAG, BELAGAVI – 590008**

**(An Autonomous Institution under Visvesvaraya Technological University,  
Belagavi)**

**(Approved By AICTE, New Delhi)**

**DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING**



Course Activity Report

**“Netflix: From DVD Rentals to Streaming Giant” And**

**“Tesla: A Case Study in Innovation and Leadership”**

Submitted in the partial fulfilment for the academic requirement of  
7<sup>th</sup> semester

IN

**ENTREPRENEURSHIP AND MANAGEMENT**

SUBMITTED BY

Adarsh Kumbar	2GI20IS002
Danesh Naik	2GI20IS011

Under the Guidance of: **Prof. Sudhindra Madi**

**KARANATAK LAW SOCIETY'S  
GOGTE INSTITUTE OF TECHNOLOGY  
UDYAMBAG, BELAGAVI – 590008**

**(An Autonomous Institution under Visvesvaraya Technological University,  
Belgavi)**

**(Approved By AICTE, New Delhi)**

**DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING**



**CERTIFICATE**

This is to certify that Adarsh Kumbar(2GI20IS002) and Danesh Naik(2GI20IS011) of 7<sup>th</sup> semester has satisfactorily completed the course activity (Seminar) in Software Testing. It can be considered as a bonafide work carried out in partial fulfilment for the academic requirement of 7<sup>th</sup> Semester B.E. prescribed by KLS Gogte Institute of Technology, Belgavi during the academic year 2023-24. The report has been approved as it satisfies the academic requirements in respect of Assignment (Course activity) prescribed for the said Degree.

Signature of the Faculty Member

Signature of the HOD

Date :

**Marks allocation:**

	Batch No.: 5				
1.	Seminar Title: Mobile Automation Testing	Marks	USN		
		Range		2GI20IS002	2GI20IS011
2.	Abstract (PO2)	0-2			
3.	Application of the topic to the course (PO2)	0-3			
4.	Literature survey and its findings (PO2)	0-4			
5.	Methodology, Results and Conclusion (PO1, PO3, PO4)	0-6			
6.	Report and Oral presentation skill (PO9, PO10)	0-5			
	Total	20			

**\* 20 marks is converted to 10 marks for CGPA calculation**

## **CONTENTS:**

**1) TITLE**

**2) INTRODUCTION**

**3) CASE STUDY 1**

**4) CASE STUDY 2**

**5) CONCLUSION**

**6) REFERENCES**

## **TITLE**

**Case Study 1:** Netflix: From DVD Rentals to Streaming Giant - A Case Study in Disruptive Innovation

**Case Study 2:** Quality Control at Samsung: A Deep Dive into the Practices that Deliver Excellence

## **INTRODUCTION:**

### **Netflix: From DVD Rentals to Streaming Giant - A Case Study in Disruptive Innovation**

In the late 1990s, the entertainment landscape was dominated by traditional television and video rental stores like Blockbuster. Renting movies was often inconvenient and costly, with customers facing late fees and limited selection. In 1997, Reed Hastings and Marc Randolph founded Netflix, a company that sought to revolutionize the way people rented movies. Netflix's innovative approach, a flat monthly fee for unlimited DVD rentals by mail, disrupted the traditional rental model, offering convenience and affordability to consumers.

Netflix's DVD-by-mail service quickly gained popularity, attracting customers who appreciated the ease of use, the vast selection of movies, and the personalized recommendations provided by the company's algorithm. This customer-centric approach was a key factor in Netflix's early success.

As the internet became more accessible and broadband speeds increased, Netflix began experimenting with streaming technology. In 2007, the company introduced streaming as an additional feature to its service, allowing customers to instantly watch movies and TV shows on their computers.



Despite these obstacles, Netflix's decision to pivot to streaming proved to be a visionary move. The company recognized the potential of the internet to deliver entertainment directly to consumers, bypassing the limitations of physical media.

Netflix's commitment to innovation, its focus on customer satisfaction, and its willingness to embrace new technologies laid the foundation for its remarkable transformation from a DVD-by-mail startup to a global streaming giant.

## **Netflix's success can be attributed to several factors:**

- **A flat monthly fee:** Customers paid a fixed monthly fee for unlimited rentals, eliminating late fees and the hassle of returning DVDs.
- **A vast DVD library:** Netflix boasted an extensive collection of DVDs, catering to diverse tastes and preferences.
- **Personalized recommendations:** Netflix's algorithm used customer data to provide personalized movie recommendations, enhancing the user experience.

As internet connectivity improved and broadband became more widespread, Netflix began experimenting with streaming technology. In 2007, the company introduced streaming to its service, allowing customers to instantly watch movies and TV shows on their computers.

## **Pivot to Streaming: Embracing the Digital Shift**

Netflix's decision to pivot to streaming was a bold and visionary move. The company recognized the potential of the internet to deliver entertainment directly to consumers, bypassing the limitations of physical media.

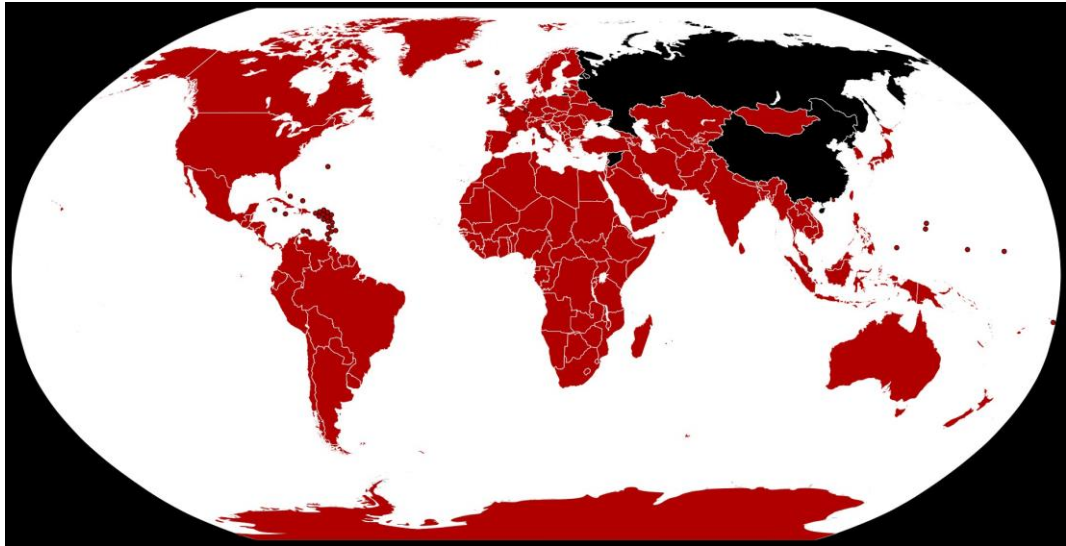
The transition to streaming was not without its challenges. Netflix had to invest heavily in infrastructure and content acquisition to support its new service. Additionally, the company faced competition from established players like Blockbuster and cable providers.

However, Netflix's focus on innovation and customer satisfaction enabled it to overcome these obstacles. The company continued to refine its streaming technology, providing a seamless and enjoyable user experience. It also invested in original programming, producing high-quality content that resonated with audiences worldwide.

## **The Rise of a Streaming Giant**

Netflix's streaming service proved to be a disruptive force in the entertainment industry. The company's convenient, affordable, and personalized offerings attracted a growing number of subscribers, gradually chipping away at traditional television viewership.

By 2010, Netflix had surpassed Blockbuster in the number of subscribers. The following decade saw Netflix's continued expansion, reaching over 200 million subscribers worldwide. The company became synonymous with streaming, effectively redefining the way people consume entertainment.



1. A Flat Monthly Fee and Unlimited Rentals
2. An Extensive DVD Library and Personalized Recommendations
3. Early Embracing of Streaming Technology
4. Pivoting to Original Programming
5. Global Expansion Strategy

## Key Factors in Netflix's Success

- **Customer-centric approach:** Netflix placed a strong emphasis on customer satisfaction, prioritizing convenience, personalization, and quality content.
- **Data-driven decision-making:** Netflix leveraged data analytics to understand customer preferences, optimize recommendations, and inform content acquisition strategies.
- **Embrace of innovation:** Netflix continuously invested in new technologies and experimented with innovative features to enhance the user experience.
- **Global expansion strategy:** Netflix prioritized international expansion, adapting its service to local preferences and cultures.
- The importance of customer-centricity in driving innovation and growth.



## CONCLUSION :

- **Customer-Centricity at the Core:** Netflix consistently placed customer satisfaction at the forefront of its decision-making, prioritizing convenience, personalization, and quality content.
- **Data-Driven Decision-Making:** Netflix harnessed the power of data analytics to gain a deep understanding of customer preferences, optimize recommendations, and inform content acquisition strategies. This data-driven approach enabled the company to make informed decisions that aligned with customer desires.
- **Embrace of Innovation:** Netflix never rested on its laurels, continuously investing in new technologies and experimenting with innovative features to enhance the user experience. This commitment to innovation kept the company at the forefront of the streaming industry.
- **Global Expansion with Cultural Sensitivity:** Netflix recognized the potential of international markets and pursued a global expansion strategy, carefully adapting its service to local preferences and cultures.
- **Original Programming:** Netflix's bold investment in original programming proved to be a game-changer. The company produced critically acclaimed content like "House of Cards," "Stranger Things," and "Orange Is the New Black," captivating audiences and solidifying its position as a leading entertainment provider.
- **A Culture of Adaptability:** Netflix demonstrated remarkable adaptability, navigating the ever-changing technological landscape and evolving consumer preferences with agility.
- **Financial Discipline and Growth:** Netflix maintained financial discipline while fueling its growth, carefully balancing investment in content acquisition, technology, and global expansion with financial prudence.

## **INTRODUCTION :**

### **Tesla:**

## **Pioneering Electric Vehicles and Sustainable Transportation - A Case Study in Innovation and Leadership**

Tesla, under the visionary leadership of Elon Musk, has emerged as a pioneer in electric vehicle (EV) technology and sustainable transportation, revolutionizing the automotive industry and inspiring a global shift towards a more environmentally conscious future. The company's remarkable success can be attributed to its unwavering commitment to innovation, its customer-centric approach, and its forward-thinking vision for the future of transportation.



### **Early Beginnings: Challenging the Status Quo**

Founded in 2003, Tesla set out to challenge the dominance of traditional gasoline-powered vehicles by developing high-performance, luxury EVs that would appeal to a discerning clientele. From the outset, Tesla differentiated itself from established automakers by prioritizing innovation, technology, and sustainability.

Tesla's first production vehicle, the Roadster, was a resounding success, showcasing the company's engineering prowess and capturing the attention of the automotive world. The Roadster's sleek design, impressive performance, and long electric range challenged conventional perceptions of EVs, demonstrating that they could be both stylish and practical.

## **Paving the Way for Mass-Market EVs: The Model S and Model 3**

In 2012, Tesla launched the Model S, a luxury sedan that further cemented the company's reputation as a leader in EV technology. The Model S boasted an impressive range of over 300 miles, a sophisticated autopilot system, and a luxurious interior that rivaled top-end luxury cars.

The Model S's success paved the way for Tesla's first mass-market vehicle, the Model 3, introduced in 2017. The Model 3 was designed to be more affordable and accessible, bringing EV technology to a wider range of consumers. With its sleek design, long range, and advanced features, the Model 3 quickly became the best-selling EV in the world.

## **Innovation at the Heart of Tesla's Success**

Tesla's success is deeply rooted in its unwavering commitment to innovation. The company has consistently pushed the boundaries of EV technology, developing groundbreaking features and advancements that have set new standards for the industry.



One of Tesla's most significant contributions has been the development of its Supercharger network, a high-speed charging infrastructure that allows Tesla owners to travel long distances with ease. This network has been instrumental in addressing range anxiety, a major concern for potential EV buyers.

In addition to its focus on battery technology and charging infrastructure, Tesla has also made significant advancements in autonomous driving technology. The company's Autopilot system, which utilizes a suite of sensors and cameras, offers semi-autonomous driving capabilities, further enhancing the convenience and appeal of Tesla EVs.

## **Customer-Centricity: A Driving Force**

Tesla's customer-centric approach has been a key factor in its success. The company consistently puts its customers first, prioritizing their needs and preferences in its product development and service offerings.

Tesla's over-the-air software updates provide a prime example of this customer-centricity. Owners can receive regular updates that enhance the vehicle's performance, add new features, and address any potential issues, ensuring that their Teslas remain at the forefront of EV technology.

Tesla also maintains a strong focus on customer service, providing responsive and attentive support to its customers. The company's commitment to customer satisfaction has fostered a loyal and passionate following, further solidifying its position in the automotive industry.

## **Leading the Charge Towards a Sustainable Future**

**Zero-Emission Vehicles:** Tesla's entire fleet of vehicles is electric, producing zero tailpipe emissions, a significant step towards reducing greenhouse gas emissions and improving air quality.

**Sustainable Manufacturing:** Tesla strives to minimize the environmental impact of its manufacturing process. The company utilizes renewable energy sources, implements waste reduction and recycling programs, and promotes sustainable practices throughout its supply chain.

**Advanced Battery Technology:** Tesla's focus on developing high-performance, long-range batteries is crucial for expanding the range and practicality of EVs, making them more attractive to consumers and accelerating the transition to sustainable transportation.

**Autonomous Driving Technology:** Tesla's investment in autonomous driving technology has the potential to revolutionize transportation, reducing traffic congestion, improving safety, and enabling new modes of mobility.

**Solar Energy Solutions:** Tesla's foray into solar energy solutions, such as solar panels and energy storage systems, further promotes sustainable energy production and consumption, reducing reliance on fossil fuels.

**Inspiring Others:** Tesla's success has inspired other automakers to increase their investments in EV technology, leading to a wider range of EV options for consumers and accelerating the adoption of sustainable transportation.

## CONCLUSION :

- Tesla's remarkable transformation from a Silicon Valley startup to a global automotive leader is a testament to the power of innovation, customer-centricity, and visionary leadership. Under the guidance of Elon Musk, Tesla has revolutionized the automotive industry, challenging the status quo and leading the charge towards a sustainable future of transportation.
- Tesla's unwavering commitment to innovation has been the driving force behind its success. The company has consistently pushed the boundaries of EV technology, developing groundbreaking features and advancements that have set new standards for the industry.
- Tesla has also distinguished itself by prioritizing customer satisfaction. This customer-centric approach has fostered a loyal and passionate following, with Tesla owners often becoming ardent advocates for the brand.
- Tesla's impact extends far beyond its immediate business success. The company has played a pivotal role in accelerating the global transition towards sustainable transportation. By pioneering EV technology and inspiring other automakers to invest in this field, Tesla has raised consumer awareness of the benefits of EVs and contributed significantly to reducing greenhouse gas emissions and improving air quality.

## REFERENCES:

### **Netflix:**

#### From DVD Rentals to Streaming Giant - A Case Study in Disruptive Innovation

- "Netflixed: The Epic Battle for America's Screen" by Reed Hastings and Erin Meyer
- "The Innovator's Dilemma" by Clayton M. Christensen
- "Netflix: From DVD Rentals to Streaming Giant" by Harvard Business Review
- "How Netflix Became the World's Most Valuable Entertainment Company" by The New York Times
- Netflix's official website: <https://www.netflix.com/>
- Netflix's investor relations website: <https://ir.tesla.com/>
- The Motion Picture Association of America: <https://www.motionpictures.org/>

### **Tesla:**

#### Pioneering Electric Vehicles and Sustainable Transportation - A Case Study in Innovation and Leadership

- "Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future" by Ashlee Vance
- "The Tesla Effect: A New Model for Innovation" by Alec Ross
- Tesla: A Case Study in Disruption" by Harvard Business Review
- "How Tesla Became the World's Most Valuable Automaker" by The New York Times
- Tesla's official website: <https://www.tesla.com/>
- Tesla's investor relations website: <https://ir.tesla.com/>