Blockbuster was a video rental company, which at its peak in 2004 had 9000 stores around the world and a turnover of $5.9 billion – in 2010 the company filed for bankruptcy (Business Insider, 2023).

How had such a successful business fallen so far in the space of 6 years?

* Primarily rented VHS / DVD / Blurays.
* Succeeded in an era of low competition & not many companies that outright sold their merchandise.
* Failed to adapt to market demands of OWNING items.
* Failed to incorporate delivery services, which made competitors more desirable.
* Outpaced by streaming services that were becoming popular in the late 2000s such as Netflix, Amazon Unbox
* Business model of physical stores and merchandise had an expensive overhead of owning / renting physical locations & paying for store clerks.
* They lost key studio relationships to competitors, eliminating their monopoly on merchandise.
* Notorious for poor customer service.