Student Name

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Date

DISCUSSION

The USA and China both have different approaches when it comes to formal and informal institutions. The USA, for instance, has a democratic political system with multiple parties running the state while China is a one-party state which is the Communist Party of China. However, the main political difference between the USA and China is that the USA values democratic freedom more while china values stability (Wang, 2005). Economically both China and the USA differ. In China the achievements of a citizen are seen as achievements of the state or the team while there is a meritocracy that gives chances to the citizen to excel. Evidently, both China and the USA differ in terms of their society and culture; for instance, the Chinese social structure follows a hierarchical system while American society holds flexible arrangements. In simpler terms, higher respect is shown to individuals in China who have access to the top.

Netflix launched its Indian platform on January 6, 2016, since then, it has faced numerous macro-environmental factors hindering its operation in India. Economically the level of household income and savings in India is low, and Netflix subscription would ultimately lead to an increase in monthly bills for individuals in India. India also has a flat employment rate making the product that Netflix offers unaffordable to most of its citizens. Netflix in India is also technologically hindered as it requires reliable broadband systems for internet and video consumption (Singh, 2018). Due to this fact, most, Indian consumers consume media through their smartphones than on smart TVs. The additional requirement for having bigger screens and faster internet in India is an expensive form of entertainment. There are some critical ways that Netflix may solve its problem in India, such as building a proper marketing strategy that offers services at a reasonable price. Netflix can also solve its problem in India by identifying the local market in India that is prepared for the 5G infrastructure and target them as their growing consumers.

DISCUSSION

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