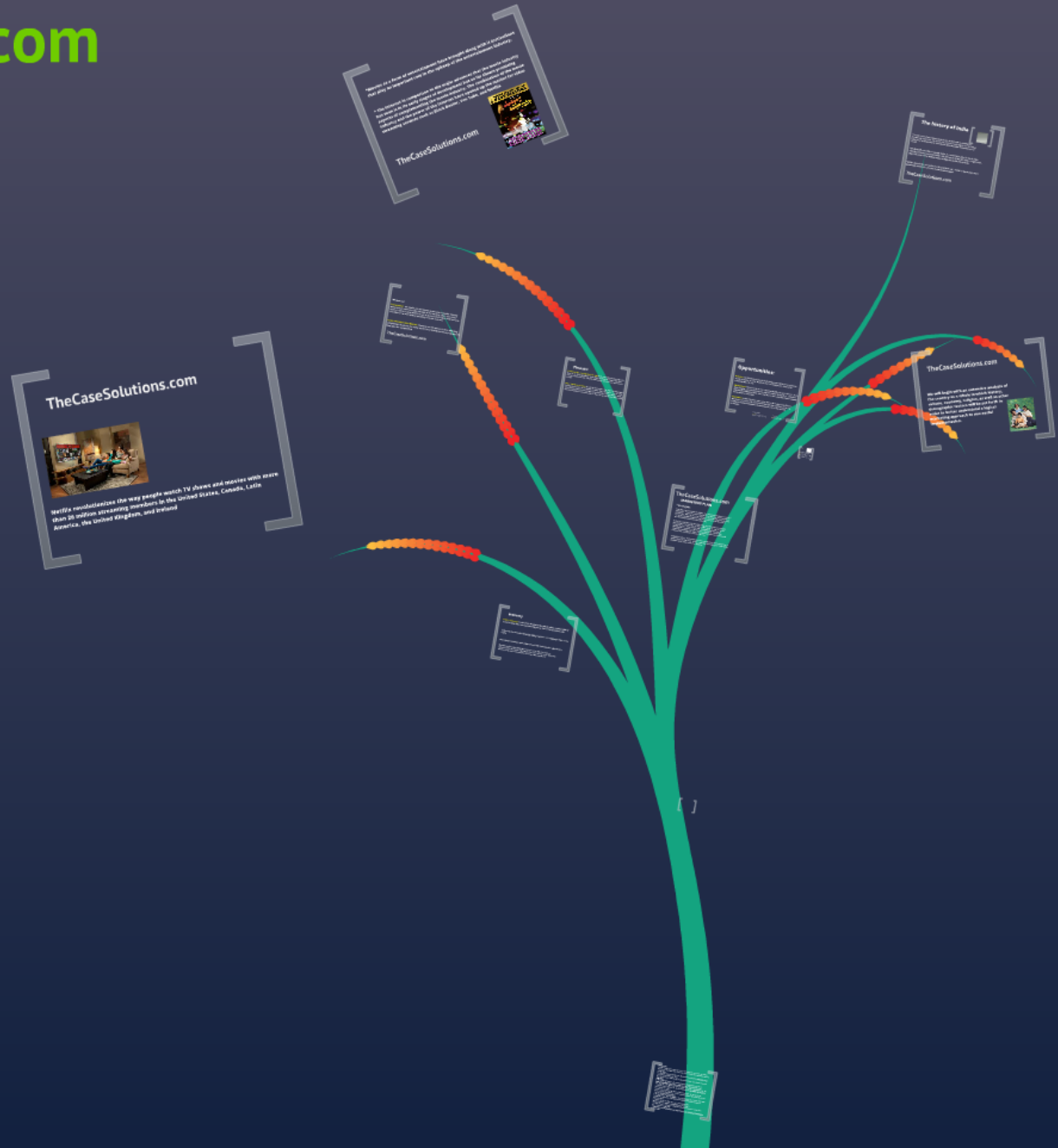


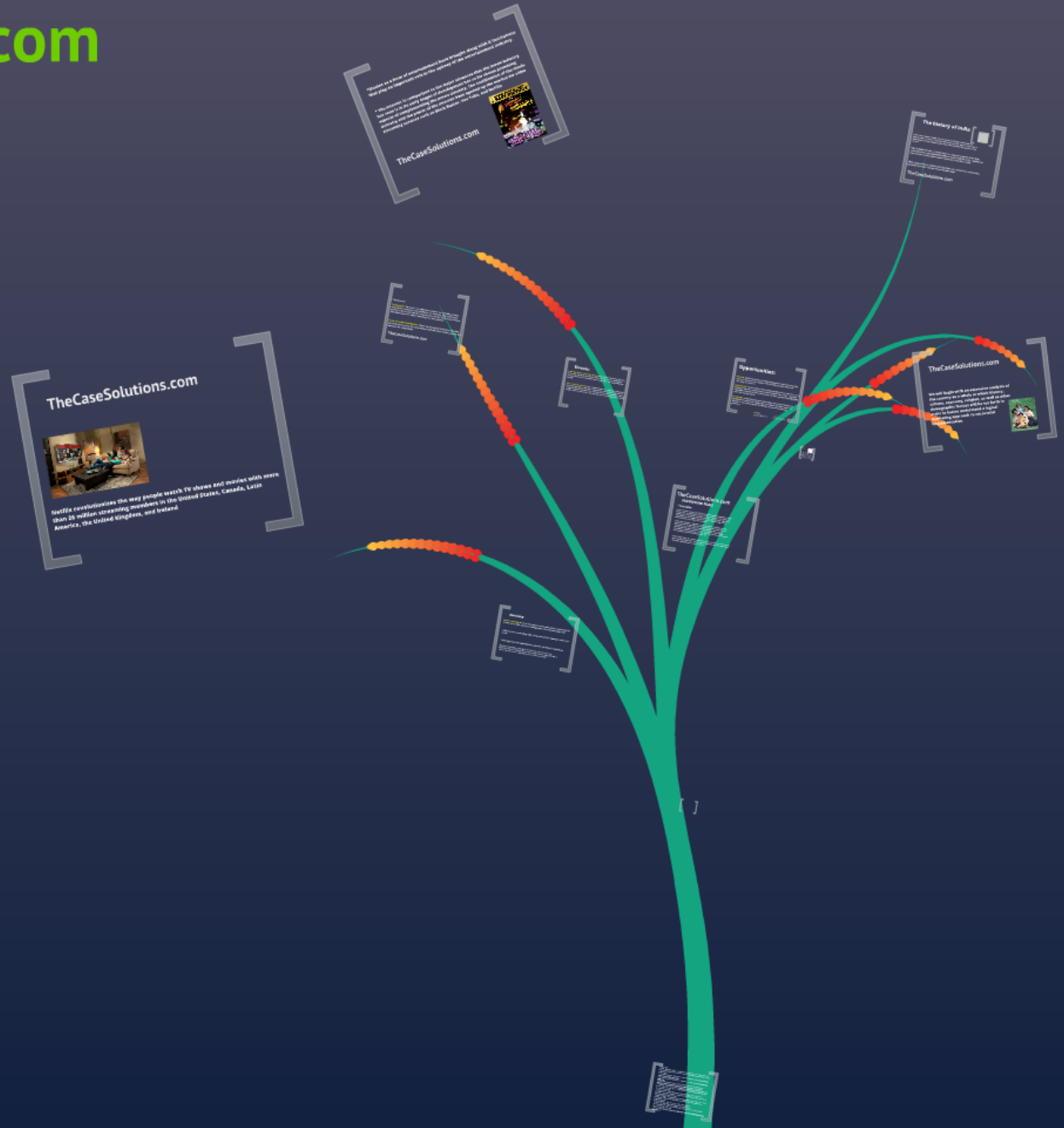
# Marketing Head's Conundrum

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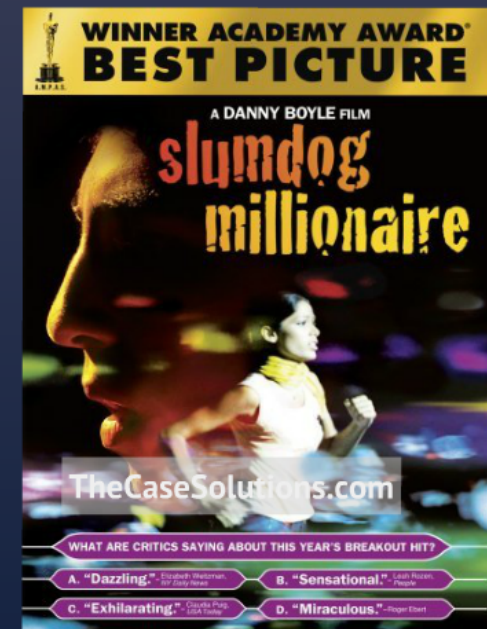
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**\*Movies as a form of entertainment have brought along with it institutions that play an important role in the upkeep of the entertainment industry.**

**\* The internet in comparison to the major advances that the movie industry has seen is in its early stages of development has so far shown promising aspects of complementing the movie industry. The combination of the movie industry and the power of the internet have opened up the market for video streaming services such as Block Buster, You Tube, and Netflix**

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**WINNER ACADEMY AWARD®  
BEST PICTURE**

A DANNY BOYLE FILM

# slumdog millionaire

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WHAT ARE CRITICS SAYING ABOUT THIS YEAR'S BREAKOUT HIT?

A. "Dazzling." — Elizabeth Weitzman,  
*NY Daily News*

B. "Sensational." — Leah Rozen,  
*People*

C. "Exhilarating." — Claudia Puig,  
*USA Today*

D. "Miraculous." — Roger Ebert

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**Netflix revolutionizes the way people watch TV shows and movies with more than 26 million streaming members in the United States, Canada, Latin America, the United Kingdom, and Ireland**

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**We will begin with an extensive analysis of the country as a whole in which history, culture, economy, religion, as well as other demographic factors will be set forth in order to better understand a logical marketing approach to successful implementation.**





# The history of India



**\* The start of modern Indian history begins in 1858 with the British Raj (British rule) over India. The British Raj continued until August 15, 1947 when India gains its independence from Britain with the Indian Independence Act of 1947**

**\*The Republic of India, or simply India, is a country located in South Asia, covering an area approximately 1,269,219 sq mi (3,287,263 km<sup>2</sup>), roughly one-third the area of the United States of America 3,794,100 sq miles**

**\*With a population of 1,205,073,612 (July 2011 est.), India is the second most populated country in the world, just behind China**

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**\* Weaknesses:**

**Pricing power:** The studios can still dictate some terms to Netflix, limiting when various movies become available or for how long. Also, some major networks refuse to give Netflix access to some of their major shows because that takes away from visitors watching their own websites.

**Terms of content distribution:** These terms are not exclusive, allowing competitors access to the same movies and television shows, leaving the way open for competition

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## MARKETING PLAN

### **\* Strengths**

**\*User experience** Having a vast library of movies at your fingertips is a major convenience. This availability is what pretty much has led to the demise of Blockbuster. Add in the recommendation engine for additional suggestions and strong customer support and you've got a pretty great experience generating loyal and enthusiastic customers.

**Streaming capabilities.** Streaming is a major benefit of having a monthly plan costing you at least \$7.99 for those nights when the urge to watch a movie gets you, or when you just want something to watch, there is something for everyone; and there are no commercials. Plus, Netflix streaming is available as an app on many different consumer devices and is now becoming a standard feature for new TV's.

**Competitive prices.** For as little as \$7.99 a month, customers can stream as many movies as they want. It's less expensive than paying for cable movie channels, while giving more of a selection.