**Netflix Company**

Joan Zimmerman

Southern New Hampshire University

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**Purpose of the Project**

The main purpose of the project is to enhance my knowledge of business activities and functioning. In addition, I would like to explore several questions that are related to the Netflix company and answer them as I conduct my research. I would also like to solve the mystery of how Netflix has become a successful company and the path it has followed. The project will enable me to understand several aspects of an organization and determine the models to utilize in order to succeed in business. I will be able to connect the relationship between class reading and real-world events after conducting the research.

**History of Netflix**

Netflix, Inc. is an American media service provider and production firm. The organization was founded in 1997 by Hastings Reed and Marc Randolph as a channel of offering movie rentals over the internet. The headquarter of the organization is located in Los Gatos, California, in America (Trench, n.d). Hastings invested $2.5 million as the start-up cash for Netflix. The company was launched in April 1998 as the first world online DVD rentals store with about 30 employees and 925 titles available. The monthly subscription was an important concept that was introduced to enhance the services offered by the organization. In 1998, the organization advanced and started to focus on DVD rental and sales. The organization progress and development was experienced in every year such that in 1999 the organization included a subscription service that enabled the organization to allow its customer to have unlimited DVD rentals at a monthly rate (Ronca, 2013).

 In 2000, the company made a great achievement in which it offered recommendations systems which utilized the consumers rating to predict choices. Netflix developed at a slower rate, and by 2005 the company had 4.2 million members. The smooth track was gained in 2009 and gained $ shares. The company has been experiencing several controversies that affected the progress of the organization. The company has performed a significant role in independent film distribution. The company has been operating just like any other company in the world in terms of introducing new products without succession in the market. One of the greatest achievements of the company is its ability to mail 190,000 discs per day to almost 700000 subscribers in 2002. The advancement and development of the company were enhanced by the fast spread of DVD players in households.

**Goods and Services Offered by Netflix**

Netflix is a social media platform in which individuals enjoy the freedom of video live streaming. Netflix offers different services all over the world. The activities conducted by this organization can generally be referred to as services. Video streaming subscription is the main service offered by the organization (Smith, 2015). The initial purpose of the platform was to offer online movie rentals and sales platform for movie films. The primary purpose of Netflix is to allow its users to readily access trending and award-winning shows, music, and documentaries through the internet. Also, Netflix is a source of income to the many users where they are paid according to the number of views and downloads the posted content has gained. Most of the revenue earned on Netflix is from the monthly subscriptions by the users.

Netflix also offers entertainment services by offering varieties of relaxation films, and documentaries that often gives a sense of pleasure to all age groups (Matrix 2016). Education and awareness is another critical role played by Netflix through the different varieties of TV shows and videos frequently uploaded on the Netflix platform. Lecturers and teachers use Netflix forums to educate the large mass of Netflix subscribers online, which is a more natural way of passing knowledge without necessarily attending classes. Additionally, the Netflix forum offers convenience in terms of choice relating to the kind of movie, either single or the full season in one sitting.

**References**

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