Netflix (HBS 9-607-138)

1) Was Blockbuster a good business in the early 2000s? What were the key elements of their strategy?

2) What was Netflix’s initial market strategy? Did it work?

3) Why was the recommendation engine such an important factor in Netflix’s ability to compete against Blockbuster?

4) How did Netflix respond to customer satisfaction issues around the time it shelved an IPO and had a layoff?

5) What is customer churn and why is it so important to Netflix?

6) How did Netflix take advantage of their success with Independent films?

7) Why did Blockbuster’s online response to Netflix in 2004 fail?

8) What are Netflix’s three options for Video On Demand? What are the pros and cons of each option?