

### *Individual Mini-Case Analysis (Netflix)*

*Each student will complete a mini case that extends the three part analysis rubric to a familiar context. This may be a workplace, organization, or published case. This written paper will include three sections: background and context, performance goal analysis, and overall analysis.*

**I would like this mini-case analysis to be on Netflix and the competition it faces from new streaming services and options that's creating an issue with the market share for Netflix.**

The total paper should be 3-4 pages. col

**Part One – Background and Context – 9 points** A narrative description of the context and background for the case. History, products, markets, funding etc. There is no specific format and company names may be masked. Approximately one page.

**Part Two – Analysis of Performance Goals – 9 points** Using the performance goals below to analyze strengths and weaknesses for your case. Select the two most relevant two goals for each perspective(6 total goals) based on what you think would be most useful in describing successful performance and areas for improvement.

Perspective One –

- Develops a winning product combination that aligns company capabilities with customer expectations
- Designs appropriate value propositions for target consumer/customer segments

Perspective Two –

- Generates valuable creative products and a pipeline for new creative products
- Effectively communicate new ideas within the company and to external stakeholders

Perspective Three

- Develop plans to approach customers/markets (new and scale)
- Manages growth and error involving resources

**Part Three – Overall Analysis and Recommendations – 12 points** An overall evaluation of the business based on the lens of the total set of goals and specialization courses. Potential realistic recommendations for enhanced performance (at least three). Description of course specific content are as and concepts that were most useful and impactful for you personally (at least three and don't have to be related to the case context).

