

Real-World Case Study Example 2: Netflix's Transition to Streaming

Problem

Netflix originally operated as a DVD rental service, but changing consumer preferences and technological advancements threatened the long-term viability of its business model.

Solution

The company shifted its focus to online streaming and invested heavily in original content production.

Results

Netflix became one of the world's leading streaming platforms, attracting millions of subscribers globally and transforming the entertainment industry.

Key Takeaway

Businesses that adapt to changing market conditions and embrace innovation can create significant competitive advantages.

