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These strategies are cost leadership, focus, and group differentiation. A critical analysis and evaluation of the cases study reveals that Netflix had to various extents incorporated these strategies in its business pursuits with each generic strategy contributing to the success or failure of the company in its pursuits.

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Netflix Case Study Analysis. 1. Netflix Lauren J. Uphouse November 5, 2012. 2. CLICK Analysis Online movie rentals; receive & return thru mail; no late fees. Movies, flexibility, convenience, technology. Lives of consumers keep getting busier. Provides a convenient way for them to rent movies without having to worry about traveling to a store, due dates, or late fees.

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