



NETFLIX



airbnb



TESLA

Uber 1

**CHALLENGES AND
ISSUES INTERNATIONAL**

**NATU THE
NEW GAFA**

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SUMMARY

How have NATU revolutionised their market and what are their limits?

I - Who are the NATU

II - Why they have revolutionised their market

III - The limits of these companies



WHO ARE THEY ?

- **NETFLIX** : video on demands
- **AIRBNB** : put in contact travelers and private property owners
- **TESLA** : 100% electric cars and autopilot option
- **UBER** : Put in contact users and drivers





THEY ARE A REVOLUTION

- **TRANSFORMATION** of old industries
- Use of **NEW TECHNOLOGIES** (IoT, AI, Big Data)
- **CONSTANT** innovation
- More **AGILE** than large companies



THERE LIMITS

- Offer based on **SERVICES** (except Tesla)
- Loss of **MONOPOLY** (Tujia, Didi, Amazon Prime)
- Increase in **ALTERNATIVE** tools
- Negative impact of **COVID-19** (except Netflix)

tujia 途家

prime video



DiDi

COVID-19

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**THANK YOU FOR YOUR
ATTENTION!
DO YOU HAVE ANY
QUESTION ?**