Marriot Inc.

* Hilton Worldwide
* Global hotel company in the same market
* Both companies are franchisers
* Both companies are also in the resort market
* Hyatt Hotels

-In the same global market for hospitality and hotels

* Las Vegas Sands
* In the resorts market and more competitive than previous
* In the hotel market but not as competitive as previous

Telsa

* General Motors
* Reputation
* Leader in EV market
* Ford
* Reputation
* World wide brand
* Excellent R&D
* NIO
* Low production cost
* Large Asian market share

Netflix

* Amazon prime video
* Online streaming service with a differing range of content
* Both companies can compete for streaming rights
* Youtube
* Mainly youtube premium
* Offers a different dynamic to streaming with its famous users making context only streamed on youtube
* Disney+

-Same as Amazon

Nvidia

* Intel
* Large percentage of market share
* Household brand name
* AMD
* Also large percentage of market
* Qualcomm
* Both giant producers of semiconductors
* Huge financial performance / R&D

Pfizer

* Johnson and Johnson

- large share of pharmaceutical market

- large portfolio of brands

* Merck and Co
* Worldwide pharmaceutical brand
* Great financial performance
* Roche Holding AG
* European global pharmaceutical brand
* Also a diagnostic company which adds value and a competitive edge