Peer Identification

Marriot Inc

* Hilton smaller in terms of revenue ($8.77 billion to Mariotts $20billion) however they share a similar business model in terms of offering a wide variety of services from luxury to budget hotels as well as franchising.
* Hilton can also be said to be a direct rival due to them often operating in the same countries and relying on loyalty schemes (Hilton Honors and Marriot Bonvoy) to retain clientele
* Intercontinental Hotels Group
* Essentially same reasons as Hilton
* Air BnB although smaller than Marriot inc currently this corporation has the potential to significantly disrupt Marriot’s market share and its industry as a whole due to its disruptive business strategy allowing homeowners to effectively convert rental properties to short stay accommodation. There Business strategy also allows for lower over heads making expansion easier as more capital is available.

Tesla

* Rivian Can be considered a rival due to the fact its primary focus lies in the manufacturing of electric trucks and SUVs an area Tesla aims to delve into through its cyber truck and model X
* Rivian Has developed a strong reputation for innovation in this space and through this has developed partnerships and financial backing from both amazon and Ford giving it resources to carve into Tesla’s market share
* General motors can be seen as a peer of tesla due to its longstanding history as well its strong market share as a US automaker. General Motor has pivoted well into electric vehicles with releases such as the Chevrolet Bolt EV and the GMC hummer EV being popular releases.
* GM has done well to infuse comfort with its EV releases offering apps that help monitor the vehicles charging status as well as a host of other functions
* The company as announces its intention to launch 30 new electric vehicles globally by 2025 showing a great commitment to entering this new space
* Uber in a similar way to Air BnB can be seen as a disruptor and innovator in this space through ubers primary function of offering cheap rides available all but instantly we can see this as a challenge to the car market as a whole especially in times of high living expenses where owning a car has become a costly expense for many. Secondly Uber also aims to pursue electric vehicles as well as autonomous vehicles meaning it is competing with tesla on this front too.

Netflix

* Disney remains a clear competitor through its Disney+ experience offering classic popular shows as well as the entire Disney and marvel collection. This can be seen as a clear challenge to the Netflix originals series and the presence of these movies and tv shows make Disney+ a favourable choice amongst younger viewers.
* Now TV while not as popular as Netflix remains a challenger due to the quality of tv and movies the company holds. Whilst they do not hold as many titles as Netflix they do have a strong catalogue of acclaimed movies and television shows including the wire, Sopranos, Game of Thrones, Goodfellas ect. These titles guarantee a great deal of brand loyalty and as the company aims to now branch out into sports they may become a strong challenger to Netflix
* Amazons Deep pockets and commitment to its prime network make it a clear competitor to Netflix popular original shows such as Invincible and The Boys have achieved far more success recently than their Netflix counterparts and through Amazons pivot into sports documentary’s and live sports its clear Netflix must adapt in order to compete.

Nvidia

* Amazon is a competitor offering competing with Nvidia in cloud computing services both offering rival AI chips and GPU’s
* Googles AI hardware such as the tensor processing unit competes with Nvidia’s GPUs in the machine learning space
* IBM competes with Nvidia’s Gpu in the power processor and accelerator space

Pfizer

* Moderna is a strong peer of Pfizer with recent times showing them competing in the race to develop a covid vaccine with both companies posting record profits during the crisis
* AstraZeneca like Pfizer is an international company with a presence in many spaces and shares overlap in many areas of pharmaceutical research such as vaccines cancer treatment ect this means they are seen as direct competitors
* Johnson and Johnson although not confined solely to pharmaceuticals can be seen as a rival to Pfizer through its initiatives in developing the Janssen covid vaccine as well as the wide array of prescription, over the counter and commercial products they both offer