**Marriot Inc**

**Peers:**

Intercontinental Hotels group:

* Both hotels are in the consumer cyclical sector specialising in lodging.
* Although there is a 40B difference in market CAP both have achieved similar EPS in the low 20s.
* IHG operates more than 5,900 hotels in nearly 100 countries under a variety of hotel brand names, including InterContinental, Holiday Inn, and Crowne Plaza. The company focuses on providing personalised, high-quality service to its guests and provides a variety of amenities to meet a variety of travel requirements. IHG's global reach and well-established loyalty programme make it a formidable rival to Marriott.

Hilton Worldwide Holdings:

* Hilton Worldwide Holdings Inc., commonly known as Hilton, is a global hospitality company that operates a vast portfolio of hotel brands. With over 6,500 properties across 119 countries, Hilton is a formidable competitor to Marriott International. The company offers a range of accommodation options, from luxury resorts to budget-friendly hotels, catering to various customer segments. Hilton's strong brand recognition, extensive loyalty program, and innovative guest experiences make it a prominent player in the industry.
* Similar market share
* Same market segment in consumer cyclical sector offering lodging services.
* Both utilise a similar business model Hilton has an asset-light business model in which it franchises its Hilton brands to hotel owners. This allows it to scale its business quickly without investing in properties and buildings itself. This enables it to focus on brand building.

Wyndham:

* Same market segment
* Nearly 70% of bookings at Wyndham’s hotels are leisure-oriented, which makes the company’s hotel owners less reliant on business travel.
* Follows same asset light approach by using a franchising model to offset ownership of hotels.

Airbnb INC: Airbnb's operating model is different from Marriot since it is a rental business, where as Marriot operates with large room base. Can consider Hyatt or Wyndham group instead

* Similar business model operates off the asset-light approach.
* Similar market share
* Competes in the same market segment.
* Does have leverage over Marriott because it runs its business through a network of people rather than creating a franchise in which people own hotels; this makes their business model potentially more flexible and allows them to have greater market depth.

**Tesla Inc:**

**Peers:**

Toyota motor corporation inc:

* Automobile manufacturer in a consumer discretionary market.
* Both compete in the same market segment but with different selling points. Toyota is known for its low cost but high-quality manufacturing however Tesla delivers a strong brand, attractive designs, and autonomous AI technology.
* Toyota has biggest revenue whereas Tesla has greatest market cap in the sector.
* Both businesses have weaknesses. Toyota's reliance on internal combustion engines renders it susceptible to changes in consumer preferences and government regulations, whereas Tesla's high valuation and aggressive expansion plans pose their own risks.

Mercedes Benz Group AG: Mercedes-Benz operates in the luxury market, a better comparison would be General Motors, which has released few lines in the EV market

* Same market sector in automobile manufacturing.
* Although Mercedes traditionally developed cars with combustion engines it has now started its roll out of fully electric vehicles that pose a threat to Tesla due to their price point on the market. However, Tesla still has unrivalled AI technology in its cars assisting it in sales.
* Mercedes has a different yet similar business model as it relies on its customer loyalty and brand name to push sales.

Ford:

* Compete in same market sector automobile manufacturer.
* Has brand presence on the market
* Ford has begun rolling out a few EVs, but chip shortages have slowed the rollout, resulting in a greater number of Tesla’s on the road. However, Ford's price point is promising, providing consumers with an alternative to Tesla.

NIO:

* Same sector in automobile manufacturing.
* Both companies are dedicated to developing autonomous vehicles, expanding the use of renewable energy, and creating global opportunities for plug-in electric cars. Despite their shared objectives, the companies are developing their own networks of superchargers, Battery as a Service (BaaS) solutions, and autonomous driving experiences.
* Comparing the cheapest models from both manufacturers Tesla seems to have the advantage however the higher price for NIO base card is justified by the additional features and performance it has over tesla.
* Tesla has worldwide brand presence whereas NIO is mainly deployed across Asia and has yet to make an entry into the north American and European market.

BMW: Same applies here, can consider Ford or NIO instead.

* Competes in the same market sector as ana automobile manufacturer.
* Like Mercedes it used to specialise in conventional combustion engines however has now started to adapt its business model and started focusing on the introduction of fully electric vehicles.
* Strong brand name and recent continued investments in electrifying their lineup of vehicles has driven significant revenues for the company while maintaining their valuable brand image, making them a formidable competitor to Tesla.

Stellantis N.V:

* Although they are a much smaller company in terms of revenue and market cap, they still compete in the same sector automobile manafcturing.
* Trading at 1x EBITDA, 5x below its peer average.

Stellantis has a competitive advantage on the market because, unlike Tesla, it does not specialise or rely exclusively on producing fully electric vehicles. As the rate of demand for new vehicles increases, the quantity of chips required increases, which is a time-consuming process. As a result, a significant number of consumers face wait times of over two years for new vehicles, forcing many to pursue alternative options. As Stellantis has an extensive network of second-hand car suppliers, it can fill the market void and profit from the delay in chip deliveries. Unlike the market for used combustion engine vehicles, the second-hand market for electric vehicles is not as robust or liquid. This gives them a competitive advantage in the market.

**Netflix. Inc**

**Peers:**

The Walt Disney Company:

* Same market sector both in Movies and entertainment.
* Netflix has a more extensive range of programmes whereas Disney has a limited content library.
* Disney's businesses are segmented into Media Networks, which include Disney Channel, ESPN, and National Geographic; Parks, Experiences and Products, Disney cruise line (currently operating four cruise liners and three to be delivered), and licencing (tradenames, characters, and other intellectual property); and Studio Entertainment (production and distribution of motion pictures). This makes the company more adaptable and less dependent on a single revenue source. In contrast, Netflix relies heavily on its streaming service. Disney is perceived as a brand/franchise more than Netflix, which is viewed as a streaming service with weaker brand presence.

Warner Bros Discovery:

* Same market sector both in Movies and entertainment.
* Discovery, a Warner Bros. Back when it was just Discovery, gross profit margins were significantly higher than those of Netflix. After the merger, the company's gross profit margin decreased, but as it cancels underperforming shows and films, there is anticipation for an upward trend in margins.
* WBD's cash-generating businesses are more diversified, even if some of them are legacy businesses with negative growth. These businesses continue to generate a substantial amount of cash, which will assist the company in deleveraging and investing in its future.

Paramount Global:

* Same market sector both in Movies and entertainment.
* Paramount Global is capitalising on its Hollywood hits for Paramount+ and expanding Pluto TV internationally, but neither service is a frontrunner. Netflix, on the other hand, has effectively conquered SVOD, and is now looking to enter an entirely new market to combat the threat of attrition.

**Nvidia**

**Peers:**

Intel Corporation:

* In same market segment for semi-conductors.
* Nvidia and Intel compete in the "Data Centre" market, though their markets are slightly different. Nvidia uses graphics chips to manipulate large amounts of data in parallel for AI purposes, whereas Intel's Data Centre Group provides more traditional Server chips in server farms.
* The primary distinction between INTC and Nvidia is Nvidia's fabless manufacturing. Furthermore, Intel's future emphasis on producing chips for others is diametrically opposed to Nvidia's goals.

AMD:

* Nvidia creates high-end chips, particularly for graphics and AI. However, they do not manufacture their own chips; instead, they subcontract their production to others, primarily Taiwan Semiconductor. Whereas AMD manufactures its chips in-house, lowering its overall risk.
* Both are producers of chips and semiconductors and therefore compete in the same market segment.
* Nvidia and AMD are similar in size based on revenue.

Qualcomm

• Qualcomm's primary expertise is in telecom equipment, but it also has a strong presence in the semiconductor industry. Many manufacturers in the industry prefer its processors for smartphones and tablets.

• Similar fabless manufacturing is used for semiconductors used in automobiles, watches, and network equipment.

**Pfizer Inc**

**Peers:**

AstraZeneca Plc:

* In health care pharmaceutical industry.
* Pfizer and AstraZeneca have large, well-diversified portfolios of medicines and vaccines, but not all of them are critical to the future development of their business and increasing the share of their products in the pharmaceutical industry.
* Both have similar market cap and enterprise value.
* Similar business models both with massive expenditures on R&D.

Johnson and Johnson:

* In health care pharmaceutical industry.
* Greater market cap
* Pfizer intends to construct an innovation machine capable of developing best-in-class drugs for some of the world's most challenging diseases. In a deal that created Viatris, the generic and off-patent drugs have been abandoned. Through a joint venture, he also transferred control of the consumer-health unit to GlaxoSmithKline. Johnson & Johnson, on the other hand, is taking a different approach. Instead of focusing on a single industry, the company has embraced its role as a healthcare conglomerate. Its three segments -- pharmaceutical, medical devices, and consumer health -- encompass most of the healthcare market. It provides investors with a stable, diversified company that grows slowly but has constructed a portfolio that is resilient in the turbulent market.

Merck and co:

* In health care pharmaceutical industry.
* Main business is in the development of vaccines and medication making it a strong competitor against Pfizer especially during COVID.
* Both American multinational pharmaceutical firms with worldwide exposure