# **Peer Identification Report**

# Marriot Inc.

* Hilton Worldwide Holdings Inc: 2nd to Marriot in market share in the global hotel industry. A clear competitor with service offerings competing in a variety of regions, with rivalling reputations as the leading contenders in hospitality.
* Four Seasons Hotels Limited: Strong alternative to Marriot’s premium hospitality range. Four Seasons are highly regarded as a luxury hotel chain, which is in direct competition with Marriot subsidiary, the ‘Ritz-Carlton Hotel Company’.
* InterContinental Hotels Group Plc (IHG): International competitor headquarted in the UK. Though smaller in size, IHG poses a viable threat given the strength of its loyalty program and amenities e.g. exclusive lounges.

# Tesla Inc.

* BYD. Co. Ltd: Tesla’s Chinese equivalent is a rapidly growing force in the EV market. Their vertically integrated supply chain and comparatively low-cost base provides a potential for a global competitive advantage.
* Ford Motor Company: An established compatriot to Elon Musk’s crown jewel. Ford’s diversified automotive range and sheer economies of scale could provide a significant competitive force to Tesla’s market position in EV, as mature players look to shift vehicle production to adhere to energy transition targets.
* Rivian Automotive Inc: Despite an ill-fated (as of now) IPO in the flurry of deal flow in 2021, Rivian maintain their position as an innovative disruptor to this industry. If Rivian can find a way to become more productively efficient and enhance their bottom line, their reputation in the space has the scope to grow exponentially.

# Netflix Inc.

* (Amazon Inc) Prime Video: Netflix’ main rival comes in the form of the ‘magnificent 7’ titan Amazon. With both providers amassing a cumulative amount of over 400 million paid users, these two have managed to become a household staple, and continue to be dominant competitors using the coveted streaming model.
* (The Walt Disney Company) Disney+: The rationale behind arguing Disney’s competitive advantage in this industry stems from their range of world-renowned movies and content produced in-house, driving a lot of inelastic demand from a loyal fanbase who have a rooted affinity for the franchise as a whole.
* (Apple Inc.) Apple TV+: Despite the relatively new nature of this platform and it’s limit to original content, the world’s leader in market capitalization has taken it’s place amongst the streaming elite, and boast a potential for further market share advances given the vast investment capabilities that underpin this venture.

# Nvidia Inc.

## Apple Inc: there can be no surprise as Apple makes it’s way onto another competitor list. This time, the rapidly growing Nvidia driven by transformative developments in Artificial Intelligence (AI) could see halts in the near future if Apple flex their proverbial muscle. This is under the condition they fully and effectively integrate their custom chips further from their M1 Pro and Max introduction, and put emphasis on innovating in this area.

* Intel Corporation: Intel’s incremental improvements to their Gaudi GPU’s provide an emerging threat to Nvidia, given the price differentials and limited supply of Nvidia’s chips. If Intel can provide efficient investment to close the technological gap between the two firms, we could witness a gradual paradigm shift in the current trend.
* Advanced Micro Devices (AMD) Inc: AMD have played second fiddle to AI powerhouse Nvidia over their respective life cycles, but write off the underdog at your own peril. AMD are evidently formulating a plan of action to enhance their software portfolio through strategic acquisitions. The apparent aim is to bolster their hardware and software capabilities to encourage the expansion of rival programs that could see AMD finally stake their claim as an equal competitor to combat Nvidia’s AI revolution.

# Pfizer Inc.

## Johnson & Johnson: Many parallels can be drawn between American pharmaceutical giants J&J and Pfizer, and their respective market impacts are undeniable over the course of their history. Most recently, the provision of separate rollouts for COVID-19 vaccinations among a string of different variants continued to showcase their leadership status.

* GlaxoSmithKline (GSK plc): GSK are a relatively new market entrant considering their foundation in 2000, but a string of innovations by the British company delineates the manufacturing threat to globally-renowned corporations like Pfizer. As an example, first-mover advantage in developing the Malaria vaccine marks their intent to serve as a credible alternative to the long-established incumbents.
* The Merck Group: Another giant in this heavily scrutinized industry, long-standing German producer Merck is heavily competitive and boasts several metrics that pose a threat to Pfizer e.g. Product Quality, Pricing, Customer Service etc.