**Peer Company Report**

Nvidia is a technology company within the Graphics Processing Units (GPU) industry with a market capitalisation of $361.4 billion and employing 29,600 workers. While there are more famous technology companies such as Intel, they do not specialise in GPUs the same way that Nvidia does, so it is preferrable that the peers are based in the GPU industry. Hence, the peers are AMD, UNILEVER PLC (EVGA) and Sapphire Technology Limited.

* AMD was chosen as a peer due to still having a significant market value of $136.63 billion comparable to Nvidia and a similar labour force at 26,000 in the GPU industry.
* UNILEVER PLC may have roughly a third of Nvidia’s market capitalisation at $136.63 billion but employs quadruple the number of workers at 138,000 which indicates that they have similar GPU productive capabilities to Nvidia.
* Sapphire Technology Limited is another peer to Nvidia. While it has dramatically less market capitalization than Nvidia at $11.6 billion, when you take into context the small number of employees it has at 105, Sapphire is quite impressive within the GPU industry and has the potential to be a strong competitor of Nvidia if it grows its workforce.

Tesla is a clean energy and automobile company which is best known for developing electric cars with a market capitalisation value of $589.53 billion. The most appropriate peer companies for Tesla would be automobile businesses who have developed electric vehicles even if it isn’t their specialty, as businesses that solely provide electric cars other than Tesla will be quite small. There three peers for Tesla are Toyota, Hyundai and Volkswagen.

* Toyota would be an effective peer for Tesla due to their market capitalisation of $401.544 billion and employing more than double Tesla at 370,000 workers. They have also managed to create electrics such as their hybrid Prius and their electric SUV called bZ4X. This innovation combined with Toyota’s size and brand recognition means Toyota has the potential to be a solid competitor against Tesla with the clean energy vehicle industry.
* Hyundai has a much lower market capitalization than Tesla at $47.5 billion but has a greater number of employees at 673,000. Their creation of electric vehicles such as KONA Electric, IONIQ 5, and IONIQ 6 shows their capabilities as an innovative competitor and peer against Tesla.
* Volkswagen was chosen as a peer despite its much lower market capitalization value at $70.34 billion because they are still significant in the clean energy automobile sector by launching their electric SUV in 2020 called ID.4 and having nearly double tesla’s workforce at 250,000 employees.

Pfizer: Pfizer is biopharmaceutical company that is most well-known for developing a Covid-19 vaccine (COMRINATY). They are also valued at a market capitalisation of $146.2 billion and employ 88,000 people. The 3 peers I have chosen for Pfizer within the pharmaceutical sector are Gilead, Roche and Sanofi. Companies that had similar achievements such as Moderna and Novavax in creating covid vaccines are not appropriate peers because they are either pharmaceutical or biotechnology companies. Though similar, these industries are different from biopharmaceuticals.

* Sanofi is considered a peer to Pfizer because it has $119.69 billion in market capitalisation and 86,000 workers. These numbers are quite similar, so Sanofi has similar cashflows and firm size to Pfizer.
* Pfizer’s next peer is Roche, a biopharmaceutical with a higher market value of $215.5 billion. Though, this higher value could be explained by a higher workforce of 103,000.
* Gilead is another peer with a market value around two-thirds of Pfizer but this can be explained by a much smaller workforce. Hence, this biopharmaceutical company would be a suitable peer for Pfizer.

Netflix is a streaming services company that allow customers to watch movies and television series through a subscription model with 12,800 workers and a revenue of $33.723 billion. For the rest of this peer analysis report, I usually use market capitalisation as the category to compare between different companies. However, the potential peer companies within the streaming sector that could compare to Netflix financially are actually much larger companies where their main services are not based on streaming but still provide streaming services. Companies that are solely streaming services are not as large as Netflix with the exception of one peer company. Big and well-established companies have decided to take advantage of demand in streaming which will lead them to provide a quality and scale of services similar to Netflix. Due to this, a market capitalization for just the streaming services of these peers cannot be found. So revenue is used as a substitute measure for market capitalization. My three peer companies/services for Netflix are Disney plus, Hulu and Amazon Prime Video.

* Hulu is considered a peer for Netflix because its revenue of $11.2 billion is somewhat on a similar scale. Despite Hulu employing only 725 employees, which is a fraction of Netflix’s workforce, this number is still large.
* Amazon Prime Video was chosen because its revenue was $5.16 billion and is supported by 7000 workers which gives a comparable labour power to Netflix.
* HBO Max is the third peer as they have a revenue of $7.7 billion and employing 834 workers. This combination of cashflow and labour power has the potential to rival Netflix.

Marriot inc’s industry is hospitality services with a market capitalisation value of $71.76 billion and employs roughly 411,000 people. The 3 peers for Marriot Inc are Hyatt Hotels Corporation, Hilton Hotels and Resorts and Intercontinental Hotels and Resorts

* Hyatt Hotels Corporation was considered a peer because their market capitalization value of $16.24 billion is comparable to Marriot with employment levels of 51,000. While these stats are small compared to Marriot, increasing employees can help increase market value.
* Hilton Hotels and Resorts would be a suitable peer for Marriot with a large market capitalization of $51.39 billion and employing 178,000. The market capitalization is quite close to Marriot for a company with a much smaller workforce. Increasing their employees could make Hilton a strong competitor for Marriot.
* The final peer for Marriot is Intercontinental Hotels and Resorts with a market capitalization of $13.71 billion and 345,000 employees. Considering both Marriot and Intercontinental have similar number of workers but dramatically different levels of market value, Intercontinental is the weakest of the peers.