Peer Analysis for Selected Companies

# 1. Marriott International, Inc.

Peers: Hilton Worldwide Holdings Inc., Hyatt Hotels Corporation, InterContinental Hotels Group PLC

- Hilton Worldwide Holdings Inc.:
 \* Both are among the largest hotel chains globally.
 \* Strong competition in the luxury and mid-range hotel segments.
 \* Similar business models, with a focus on franchising and management of properties.
 \* Both companies benefit from similar demand drivers like tourism and business travel.
- Hyatt Hotels Corporation:
 \* Both have a global presence and a diversified portfolio of luxury, boutique, and business hotels.
 \* Similar asset-light strategies, focusing on franchise and management agreements.
 \* Compete in high-end hotel segments and leisure markets.
- InterContinental Hotels Group PLC (IHG):
 \* Global presence in the hospitality industry, with strong positioning in luxury and mid-market segments.
 \* Similar business model emphasizing franchising and management services.
 \* Both rely heavily on brand loyalty programs to drive customer retention.

# 2. Tesla, Inc.

Peers: Ford Motor Company, General Motors Company, Rivian Automotive Inc.

- Ford Motor Company:
 \* Both companies are involved in the electric vehicle (EV) market.
 \* Ford has made significant investments in EVs, positioning it as a competitor in electric trucks and SUVs.
 \* Both companies aim to dominate the future of autonomous driving and sustainable transportation.
- General Motors Company (GM):
 \* GM is investing heavily in EVs, such as with their Chevrolet Bolt and Cadillac Lyriq models.
 \* Both companies focus on battery technology and electrification of their vehicle lineups.
 \* Strong competition in EV infrastructure and innovation.
- Rivian Automotive Inc.:
 \* Both companies focus exclusively on electric vehicles, with Rivian positioning itself as a premium EV maker.
 \* Competition in the electric truck and SUV segments.
 \* Both companies are known for their innovation in EV design and sustainability.

# 3. Netflix, Inc.

Peers: Disney+, Amazon Prime Video, Hulu

- Disney+ (The Walt Disney Company):
 \* Both compete directly in the streaming industry, offering original content and an extensive library of films and TV shows.
 \* Strong focus on content creation and licensing agreements to attract a wide audience.
 \* Competing for international market share and subscriber growth.
- Amazon Prime Video:
 \* Both companies offer streaming services with original content and movies.
 \* Compete for subscribers through exclusive content deals and aggressive pricing models.
 \* Both leverage data and analytics to personalize user recommendations.
- Hulu (Majority-owned by Disney):
 \* Hulu offers similar on-demand streaming services and original content.
 \* Strong competition in acquiring exclusive streaming rights for TV shows and movies.
 \* Both compete in the subscription video-on-demand (SVOD) market with similar user bases.

# 4. Nvidia Corporation

Peers: Advanced Micro Devices, Inc. (AMD), Intel Corporation, Qualcomm Incorporated

- Advanced Micro Devices, Inc. (AMD):
 \* Both companies are competitors in the GPU (Graphics Processing Unit) market, focusing on gaming, AI, and data center applications.
 \* Similar focus on high-performance computing solutions for various industries.
 \* Both target similar markets in gaming, cloud computing, and AI.
- Intel Corporation:
 \* Compete in the data center, AI, and chipmaking markets, with Nvidia leading in GPUs and Intel focusing on CPUs.
 \* Both are leaders in semiconductor innovation, with a growing focus on artificial intelligence.
 \* Competition in the hardware space for autonomous vehicles, IoT, and high-performance computing.
- Qualcomm Incorporated:
 \* Both companies focus on advanced chip technology, including AI and machine learning capabilities.
 \* Competition in mobile, gaming, and AI applications.
 \* Both have significant R&D investments in cutting-edge technology for next-generation computing.

# 5. Pfizer Inc.

Peers: Merck & Co., Inc., Johnson & Johnson, AstraZeneca PLC

- Merck & Co., Inc.:
 \* Both companies are among the largest pharmaceutical firms globally, with diversified drug portfolios.
 \* Both are involved in vaccine development and manufacturing.
 \* Compete in similar therapeutic areas, including oncology, immunology, and infectious diseases.
- Johnson & Johnson:
 \* Compete in the pharmaceutical, medical devices, and consumer healthcare segments.
 \* Both companies have a significant presence in vaccine production and research.
 \* Strong rivalry in the development of innovative medicines and treatments.
- AstraZeneca PLC:
 \* Both companies are involved in vaccine research, particularly for COVID-19.
 \* Compete in oncology, respiratory, and cardiovascular therapeutic areas.
 \* Both are investing heavily in research and development for innovative drugs and treatments.