**Peer Identification**

1. Overview

A peer group can be defined as a group of comparable companies which compete in the same industry and almost the same size. For identification purposes I will be guided by the following variables

* Business activities
* Demand factors
* Cost structures
* Access to capital

Five companies will be covered in this report which are Marriot, Tesla, Netflix, Nnividia and Pfizer.

1. Marriot Inc

This company is in the hospitality industry with a global presence in 139 countries, 40 brands and 1.5 million rooms

| Peer | Justification |
| --- | --- |
| 1. Hilton Worldwide | * Both in hospitality industry * Present in 122 countries, 22 brands and over a million rooms |
| 1. Accor | * Both in hospitality industry * Same size as Accor has more than 800000 rooms and 40 brands * Same market with a global presence in 110 nations |
| 1. IHG hotels & Resorts | * Both in the hospitality industry * All big in terms of size with more than 920000 rooms and 19 brands * All multinationals with a presence in more than 100 countries |

3. Tesla Inc

Tesla is a leading brand with a global market in the auto-motive industry and specifically EV(electric vehicle) sector. The peer group established here is based on companies in EV production.

| Peer | Justification |
| --- | --- |
| 1. BYD company limited | 1. Same type of business 2. Competing in the same global market 3. In the top 2(with tesla) list of EV producers |
| 2. VW group | 1. All in EV manufacturing 2. A global giant 3. In the top 3 according to: *impact report 2023* |
| 3. General motors | 1. All US based companies 2. Produce EV automotives 3. In the top 6 worldwide in EV production 4. A big competitor on the global market as well |

4. Netflix

Netflix is a big player in the video streaming business with a market share of 21% in the US while its market extends beyond US borders. Its main peers are shown in the table below

| Peer | Justification |
| --- | --- |
| 1. Amazon Prime | * Both invest in original content * Both compete to expand their libraries * Both offer inherent user interfaces, high quality streaming and personalised recommendations * Both available on the global platform * Both entertainment media companies |
| 1. Disney + | * Both entertainment media companies * Both offer original content * All available on the global platform * Both invest in extensive library |
| 1. Hulu | * Both compete heavily in the US market * All provide variable pricing tiers * Are in the same entertainment industry |

5. Nvidia Inc

Nvidia is an American based multinational corporation and technology company. Below is tabular list of its main peers

| Peer | Justification |
| --- | --- |
| 1. Cisco | * Both technology companies * Compete and operate in the same US market * All public companies |
| 1. Hewlett Packard Enterprise | * Both technology companies * All based in US * All public companies * All in artificial intelligent & cloud computing business |
| 1. Broadcom | * All technology companies * All in semiconductors & software business * All based in US * All public companies |

6. Pfizer Inc

Pfizer is an American biotechnological and pharmaceutical corporation with a market capitalization of $160.59 billion as on 4 October 2024. Had a total revenue of $58.5 billion in 2023 with more than 50% of its revenue generated from overseas markets. Some of its key peers in business are listed on the table below

| Peer | Justification |
| --- | --- |
| 1. Johnson & Johnson | * Both in pharmaceutical & biotechnology business * A big player as well with revenue of $85.2 billion in 2023 * All public companies * All US based companies * A big competitor in terms of size with market cap of $395.2 billion |
| 1. Roche Holding AG | * All pharmaceutical companies. * Big competitor on the global market * Almost same size with a revenue of $69.1 billion in 2023 and market cap of $256.6 billion |
| 1. Merck & Co Inc | * With a market cap of $297 billion and 2023 revenue of $60.1 billion, they are in the same size category. * All US based public companies * All in pharmaceutical and biotechnological companies |

References

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3. https://www.globaldata.com