**Marriott**

Peers – Hilton, Intercontinental, Hyatt and MGM Resorts

* They are all operate hotel chains, residential property and timeshare properties.
* All operate in the hospitality industry.
* All large cap stocks.
* Multinational corporations.
* Multi-billion-dollar revenues.

**Tesla**

Peers – Ford, GM, BYD and VW

* All produce electric vehicles.
* Motor industry.
* Revenues between 10’s and 100’s of billions of dollars.
* All competing in the Chinese market and somewhat reliant on it.

**Netflix**

Peers -Amazon, Roku, Disney, Paramount and Apple.

* All provide streaming services.
* All produce their own original content with their own production companies.
* Netflix, Apple and Amazon are mega cap stocks.
* None operate in China as their services are not accessible there.

**Nvidia**

Peers – Intel, ARM, Microsoft, Dell, Cisco, Apple, Samsung, Taiwan Semiconductor, ASML Holdings, Applied Materials, Qualcomm, Advanced Micro Devices

* Software development and technology corporations.
* Most produce their own chips and have joined the AI race.
* Many are mega cap stocks.
* Hardware and software providers/developers.
* Their variety of products enables them to provide a wide range of sectors.
* Typically, growth stocks.

**Pfizer**

Peers – GSK, Moderna, AstraZeneca, Novo Nordisk, Eli Lily, Johnson & Johnson.

* Health, pharmaceutical and biotech.
* Pfizer, Novo Nordisk, Eli Lily and GSK produce their own weight loss drugs to tackle obesity and diabetes. AstraZeneca has also entered the weight loss space.
* They all develop medicine to treat harmful or rare diseases.
* All well-established companies and not new startups.