**Task 3 – Peer Identification**

**Netflix:**

Netflix is a company that has taken the entertainment industry by storm with a global presence. The list of companies that would be a great peer to Netflix include:

**Amazon Prime Video**

Amazon prime videois the first peer that would benefit working with Netflix as the company’s ideas correlate with Netflix’s mission in various ways.

The company offers a range of original TV shows and movies that aren't accessible on any other streaming platform which would generate more revenue if Netflix were to access the shows as well.

Amazon prime also focuses on global expansion and sources top tier talent for original programming. If both companies were to work together, this could include more funding available for new Tv shows and movies which would attract more revenue.

Amazon Prime Video also offers a variety of memberships that tie into Amazon music and twitch which would attract more subscribers which would benefit Netflix's revenue.

**HBO Max**

The second company that would be a good peer to Netflix and drive more success and revenue would be HBO max for several reasons.

The first reason is Renewed world class shows such as Game of thrones which rival Netflix originals and have a higher tendency to provide more seasons for each show due to the success that each show provides. More shows would mean more viewership and revenue would increase as well.

HBO Max also offers an ad-supported tier, providing a lower-cost alternative to Netflix’s subscription-only approach.

Both companies targets premium audiences with critically acclaimed, high-production-value content. Furthermore, the HBO Max aims to capitalize on regions like Latin America and Europe, where streaming competition is growing. If the Netflix were to assist and adopt the same approach, that would show an increase in profits.

**Peacock**

The third company that would be a good peer for Netflix would be Peacock as they offer a subscription service as well for their shows but have their own twist to it.

Peacock focuses on differentiated offerings like live sports and news, which Netflix does not provide. This is the main reason as to why Peacock would be a main peer to Netflix as the adding more channels other than shows and movies would increase the viewership from other stakeholders.

Peacock Features a mix of classic shows like The Office which would offer a more diverse portfolio that would benefit Netflix.

Furthermore, Peacock Includes live news and late-night shows, appealing to audiences who value real-time content alongside on-demand entertainment.

**Tesla**

This company focuses more on the sustainable side of cars as well as focusing on electric vehicles and cutting-edge solutions. The companies that I feel would be a good peer for Tesla would be:

**Toyota**

Due to the fact that Toyota are also a well-known established company that are currently focusing on promoting sustainability with their vehicles as well innovating ways to work on their electric vehicles.

Toyota also compete with Tesla in the same industry so these two companies would be able to collaborate with one another in terms of building a sustainable future together.

**Ford Motor Company**

The reason why Ford Motor company would be a fantastic second peer is due to the company also looking to promote sustainability as well as the commitment to the electric vehicles infrastructure which would complement Tesla well.

Furthermore, Ford's strong global presence and profitability in today's world would allow an increase in funding in the EV market which would increase Tesla's innovation strategies.

Ford also has a goal to reach sustainability by 2050 which aligns with Tesla's goals which would allow for both companies to work together to create an innovative solution to achieve this.

**Volkswagen**

Volkswagen has wide access to a distribution network which allows them to compete with Tesla on a global scale. Tesla would benefit from working with Volkswagen by obtaining contacts with their manufacturing network to improve their own vehicles.

Volkswagen also has brand diversity as the company operates with different brands such as Audi and Porche which caters to the same markets as Tesla as well offering premium Electric vehicles. Tesla would benefit by working with Volkswagen and gaining access to these potential brands as well.

Lastly, the reason Volkswagen would be a good peer to Tesla is because Volkswagen is Committed to transitioning its extensive vehicle lineup to electric, with models like the ID series competing with Tesla’s lineup.

**Nvidia Inc**

The three peers that I feel would benefit Nvidia inc would include:

**Qualcomm**

This is due to the fact that Qualcomm is expanding into AR/VR technologies, which complement Nvidia’s push into virtual environments with Omniverse.

The company also offers AI solutions tailored to automotive and mobile industries, overlapping with Nvidia’s focus on autonomous vehicles and edge AI.

Qualcomm also targets industries requiring compact, high-performance AI solutions, such as drones and robotics, markets Nvidia is also pursuing. If the two companies were to work together, the innovation in their systems would be unique and exciting.

**Broadcom Inc**

The reason to why I believe that Broadcom would be a suitable Peer for Nvidia is due to:

The company focusing on providing solutions for data infrastructures which is something that Nvidia is looking at as a key growth area for its company especially for its GPU’s.

Both Broadcom and Nvidia use cloud software providers as a way to cater to their customer base, if both companies were to utilize their software together, then it would most certainly keep them competitive in the market against other competitors especially in the gaming community.

**Intel**

Intel is another company that would be a great peer to Nvidia.

Both companies have a global presence who cater to similar markets such as AI, both companies would be great innovators if they were to work together and produce innovative services.

Intel corporation and Nvidia both look for the new emerging technology through R&D which aligns with Nvdia’s mission and innovations which would benefit both companies if they both put their research and knowledge together to come up with something great.

**Pfizer**

Pfizeris a global leader in pharmaceuticals and biotechnology, focusing on innovative medicines, vaccines, and healthcare solutions and the three companies who would make good peers include:

**Johnson & Johnson**

The reason being is because, the company shares a mission of tackling pressing global health issues like cancer, infectious diseases, and maternal health which aligns with Pfizer’s goals.

The company also operates in pharmaceuticals, medical devices, and consumer health products, making it comparable to Pfizer's diversified portfolio.

Johnson & Johnson also developed the single-dose COVID-19 vaccine, competing directly with Pfizer's vaccine which can allow for more innovative methods if the two companies were to work together.

**GlaxoSmithKline**

The reason why GlaxoSmithKline is a fantastic second peer to Pfizer is because the company compete in treatments for asthma and COPD, key areas of focus for both companies so strategies can be developed if both companies work together.

The company also offers a robust vaccine portfolio, including those for shingles and meningitis, competing directly with Pfizer’s global vaccine initiatives.

Lastly, GlaxoSmithKline collaborates with biotech firms and academic institutions globally, mirroring Pfizer’s partnerships with companies like BioNTech.

**Hikma Pharmaceuticals**

Hikma Phamaceuticals is the third company that would be a fantastic peer to Pfizer and this is because:

The company competes with Pfizer in generic drug markets, offering more cost-effective alternatives which attracts more customers who are looking for cheap affordable products.