**Task 3**

**Marriot Inc.**

Air BNB - Airbnb's operating model is different from Marriot since it is a rental business, where as Marriot operates with large room base. Can consider Hyatt or Wyndham group instead

* + Air BnB is a way for ordinary people to offer a place for someone to stay either in their own hotel or in their own home this is usually at a margin of the price of a hotel such as Marriot this will take customers from Marriot.
  + Air BnB is an online service this means that customers can use it anywhere in the world that ahs people to offer rooms.
* Rosewood Hotels- Not publicly trade in stock market. Can consider Intercontinental Hotels or Hyatt instead.
  + Rosewood hotels are within the same industry as Marriot hotels and priced within a similar range due to similar star rating.
  + Holds hotels in multiple major cities across the world with many being only a few blocks away from Marriot hotels.
* Booking.com – Booking.com’s operating model is different from Marriot since it is a booking platform operating on a commission basis, where as Marriot is a hotel.
  + Marriott consider them to be competitors due to the customers that they pull away from their online booking channel and directs them to other hotels.

**Tesla inc.**

* BYD
  + BYD hold the largest share of the EV market compared to Tesla with a further 5.4% over them.
  + Also a competitor within the battery market creating a battle for the companies on 2 fronts
* Samsung – Operating/business model is different. Teslea is in the EV automobile industry, therefore, compare an automobile that has a significant market in EVs and is trading in stock market, such as Nio, Hyundai or Nissan.
  + Samsung are one of Tesla’s competitors through the battery and storage markets which are only a small portion of their earnings however, with more people going green more people are going to obtain solar panels and in turn the storage batteries that go with them.
* Volkswagen Group
  + Volkswagen are the next largest competitor in terms of market share in pure battery ran vehicles.
  + Volkswagen are the only other company in the EV market that are keeping up with the growing market with BYD and Tesla.

**Nvidia**

* AMD
  + AMD are Nvidia’s largest competitor in pc parts such as data processing units and central processing units along with other micro chips
* Intel
  + Intel are the second largest competitor to both AMD and Nvidia in the processing chip market.

Amazon – Amazon’s cloud market cannot be split from the Amazon company as a whole, whose primary line of business in e-commerce. The main competitor for Nvidia is AMD and Qualcomm who produce high speed graphics processing units specifically for gaming

* + Amazon are a competitor to Nvidia within a different growing market in cloud computing and cloud storage if the market continues growth there is large room for error if a company fails to capitalise.

**Pfizer**

* Johnson & Johnson
  + Johnson & Johnson were ranked second interms of revenue in the pharmaceutical market making them the largest competitor to Pfizer not being far off the revenue that Pfizer brought in however, not competing in growth of this figure.
* Amgen
  + Amgen create biosimilar products that area almost chemically identical to an innovators product and have the same benefits
* Novartis
  + Novartis are the largest employers of biosimilar manufacturers, this market is stated as one of the largest risks to Pfizer
  + Pfizer are employers of biosimilar manufacturers they intend to combat by joining the biosimilar manufacturers.