Peer Identification

**Marriott Inc.**

* **Hilton Hotels**
* Both are major hospitality companies known globally around the world providing similar services
* Both have a similar Market Cap showing they are around the same size.
* **Hyatt Hotels**
* Both companies have a high focus on luxury hotels
* Both companies can be found in similar locations
* **Wyndham Hotels & Resorts**
* Both companies franchise hotels
* Both companies also have resorts

**Tesla inc.**

* **China Byd**
* In the thrid quarter of 2023 they sold 431,603 EVs compared to Tesla’s sale of 435,059 EVs
* Sales it batteries and chips to other EV companies including Tesla
* **NIO**
* Makes only Electric Vehicles similar to Tesla
* Both companies are developing autonomously driven vehicles
* **Rivian**
* Is headquartered in the United States similar to tesla
* Both have developed an electric truck with a purpose for outdoor adventure

**Netflix.**

**Amazon(Prime Video):** Amazon prime cannot be split from the Amazon company as a whole, whose primary line of business in e-commerce. Same applies to apple. Can consider Discovery Inc. and Roku instead

* A subscription based Streaming Service
* Has a high emphasis on its own original content similar to Netflix
* **Disney(Disney Plus & Hulu)**
* Has two subscription based streaming service hulu & Disney plus
* Both companies gained recognition for being first movers, Disney with its animated movies and Netflix with it streaming options
* **Apple (Apple Tv)**
* Has Subscription based streaming Service
* Also puts a lot of emphasis in producing its own shows and movies

**Nvidia**

* **Advanced Micro Devices**
* Both make chips for gaming and data centers
* Both are beginning to use AI capabilities

**Asustek Corporation:** The main competitor for Nvidia is AMD, Qualcomm and Intel who produce high speed graphics processing units specifically for gaming

* Both companies are headquartered in Taiwan
* Asustek focuses on making graphic cards whereas nvidia focuses on making graphic processing units
* **Intel Corporation**
* Both companies make GPUs and CPUs
* Both provide solutions for data centers

**Pfizer.**

* **Johnson & Johnson**
* Both companies created vaccines during the covid 19 pandemic
* Both companies create pharmaceuticals
* **Moderna**
* Both covid vaccines used a similar mRNA technology
* Focuses mainly on vaccines whereas Pfizer also doe pharmaceuticals
* **AstraZenca**
* Both companies make prescription medications
* Astrazenca makes adenovirus vaccines whereas Pfizer makes mRNA vaccines