Peer Identification

Marriott Inc:

* Hilton Worldwide
* Marriott’s EBITDA margin at the end of 2022 was 16.98% in comparison to Hiltons at 26.33%. For the hotel industry, anything above 10% is considered good, which is why Hilton is a good peer to Marriott Inc, even if their margins are far apart as it shows they are both in decent financial health.
* Hilton’s total revenue by the end of 2022 was $8.77 billion in comparison to Marriott’s at $20.77 billion. This is quite a large difference, but they still make good peers to each other as they cater to the same industry.
* Hilton has a total of 7,165 locations worldwide as of 2022 in comparison to Marriott’s 8,288 hotels worldwide which makes them a good peer as they are differing in hotel size by a thousand, which is reflected by their revenues and EBITDA but they are both worldwide organisations.
* Hyatt Hotels Corporation
* Hyatt Hotels EBITDA margin at the end of 2022 was 25.8% which is excelling past Marriott Inc but holding very close to Hilton’s own margin. In a similar way, Hyatt Hotels Corporation is a good peer to Marriott as they can see where and how to improve their own margins.
* Hyatt Hotels had a total revenue of $5.89 billion which pales in comparison to Marriott’s $20.77 billion which can be attributed to the discrepancies in hotels worldwide between the two, however they still make good peers as they cater to the same industry and can still view them as competition.
* Hyatt Hotels has more than 1,350 hotels and all inclusive properties in 69 countries as of 2022, and in comparison to Marriott’s hefty 8,288 hotels worldwide, the discrepancies in revenue are clearer, however despite the small amount, their EBTIDA margin is much higher than Marriott’s, indicating they’re able to keep a higher amount of their profits.
* Choice Hotels International
* Choice Hotels EBITDA margin was 39.87% which is over double Marriott’s own margin at 16.92% indicating their profitability is quite high, making them a good peer for Marriott.
* Choice Hotels had a total revenue by the end of 2022 of $1.4 billion, which contradicts their high EBITDA margin and amount of hotels in comparison to Marriott’s.
* Choice Hotels has a total of 7,487 locations worldwide as of 2022 which is under a thousand less than Marriott’s which makes them a good peer for Marriott. In comparison to Hyatt Hotels, they have a similar amount of hotels worldwide, but the difference between revenue is wide which helps Marriott be the largest hotel chain in the world.

Tesla Inc:

* Ford Motor Company
* Tesla had an EBITDA margin of 21.4% in 2022 in comparison to Ford’s 8.9% which is a significant difference and implies Tesla has lower operating expenses in comparison to Ford. Despite this, they make a decent peer to Tesla as they are operating in the same market and will be able to see where they need to improve once electric cars become more common than they are now.
* Ford had a revenue of $158 billion in 2022 in comparison to Tesla’s revenue of $81.462 billion. Like with BMW and Volkswagen, the big discrepancy will be because Ford sell many different types of cars as well as appealing to different markets from the more affordable cars to their high end ones. Whereas Tesla only appeal to the high end markets due to their price and shipping costs for anywhere outside America.
* Tesla’s total debt in 2022 decreased by 35.2% to get to $5.748 billion, while Ford’s debt in 2022 totalled $139 billion. In terms of their debt to asset, Tesla’s was siting at 27.2% and Ford’s sitting at 54.9% which makes Ford a good peer as Tesla’s percentage is around half of Ford’s.

BMW - Mercedes, BMW and Ferrari all, operate in the luxury market, a better comparison would be Nissan and Ford which have released few lines in the EV market or Nio

* BMW’s EBITDA margin in 2022 was 15.91% in comparison to TESLA’s 21.4% which shows their productivity is somewhat similar, if not better than BMW’s which makes them good peers because Tesla can keep doing what they’re doing and improve further.
* BMW’s revenue by the end of 2022 totalled $150.254 billion in comparison to Tesla’s $81.462 which can be explained by the multitude of different cars they sell in comparison to Tesla only selling all electric cars. They make good peers as BMW is widely considered luxury and while not as luxurious as Tesla, they would appeal to similar markets.
* BMW’s total debt by the end o 2022 totalled $76.63 billion, which decreased by 19.18% from 2021 in comparison to Tesla’s $5.748 billion. While the debt seems big in comparison to how much their revenue is, Tesla would be losing more of their revenue to debt than BMW.
* Volkswagen
* Volkswagen’s EBITDA margin in 2022 was 19.14%, following closely behind Tesla’s margin of 21.4%. This shows their productivity is somewhat similar despite the wide difference in sales which makes them a good peer for Tesla in that regard.
* Volkswagen’s revenue by the end of 2022 was $293.83 billion, which outshines Tesla’s $81.462 billion. However, Volkswagen sells a multitude of different cars whereas Tesla makes only electric cars which makes them more expensive in the market. Meanwhile Volkswagen sell petrol, diesel, hybrid and fully electric cars. They still make a good peer to Tesla as more companies are veering towards all electric cars and for the time-being Tesla is seen as the top end of electric cars. As well as this, Volkswagen aren’t considered luxury cars while Tesla are, so their audiences vary.
* Volkswagen’s total debt by the end of 2022 totalled $184.51 billion in comparison to Tesla’s $5.748 billion which is a huge difference, however in regards to their revenue discrepancies it makes sense and still makes them a good peer company for Tesla as they have kept their debt proportion relatively low which allows them to keep more profits.

Netflix Inc:

* Disney Plus
* As of December 2022, Disney+’s EV/EBITDA ratio was down to 18.5, and in comparison to Netflix’s 30.30, it seems small in comparison, however they make good peers as they are both streaming services. Netflix has the upper hand of being around for many years before Disney+ was created and has a much wider selection of shows/films which draws many customers towards Netflix, but a draw towards Disney+ is all of the shows and films that aren’t on Netflix due to licensing, such as the Marvel universe and many Disney shows.
* In 2022, Disney+ had a total revenue of $7.432 billion while Netflix had a revenue of $31.1 billion which is a huge difference but they both have similar audiences and target the same groups of people who use streaming services.
* In 2022, Disney+ had a subscriber count of 161.8 million in comparison to Netflix’s 192.5 million. Like with the other two points, Netflix has overtaken Disney+ but it shows that the market for streaming services is high.
* Paramount
* Paramount’s EV decreased in 2022, leaving it at 4.94 billion, -12.1 decrease in comparison to 2021 which had a -4.8 decrease and in comparison to Netflix it’s bad. However, they make a good peer as they are also a streaming service with the same type of audience and notes can be made on how to increase their own enterprise value.
* Paramount’s revenue in 2022 however, is akin to Netflix’s $31.1 billion at $30.15 billion which actually showed an increase of $1.5 billion from the previous year which shows they’re on mostly equal standing as a streaming service.
* Despite their revenue being high, their subscriber count is quite low in comparison to Netflix’s 192.5 million at only 55.9 million in December 2022. However, as with Disney+, Paramount’s streaming service if a fraction of their entire incorporation.
* Hulu
* In 2022, Hulu had a revenue of $10.7 billion which was an 11% increase from their previous year. While that is still a fraction of Netflix’s revenue for 2022, Hulu is a streaming service the same as Netflix which makes them a good peer as they offer the exact same services.
* In comparison to Netflix’s 192.5 million subscribers, Hulu’s is quite low even in comparison to Paramount and Disney at only 41.4 million. This could be due to a multitude of reasons such as the prices of their services even though both offer services with and without ads. However, Hulu isn’t available to the UK, which cut’s their subscriber count by a great deal as people in the UK either have to use a VPN to access the content of Hulu or subscribe to Disney+.
* A small difference with Netflix and Hulu is that Hulu also offers live TV which sets them apart from Netflix in that regard. However, as previously mentioned, they aren’t globally available which narrows their audience down. This still makes them a decent peer overall at least for the American market as they appeal to similar audiences.

Nvidia Inc:

Cisco - Cisco is a network service provider and its business model is different from Nvidia, who is a highspeed gaming chip maker

* Nvidia’s EBIDTA margin for 2022 was 41.7% while Cisco’s EDBITDA margin for 2022 was 30.43% which shows both companies stability in the market, Nvidia’s appearing more stable with the higher margin.
* Nvidia’s annual revenue for 2022 was $28.56 billion, while Cisco’s was $51.557 billion, which makes Cisco one of Nvidia’s largest competitors but also makes a good peer as they are very similar companies in that they specialise in hardware and technology products and services.
* Nvidia’s long term debt in 2022 equalled $10,946 million while Cisco’s was $8.416 billion, so while Cisco’s annual revenue was higher than Nvidia’s, more of their revenue would go towards paying off their debt.

Juniper Operating model is different (not semiconductor manufacturing).The main competitor for Nvidia is AMD and Qualcomm who produce high speed graphics processing units specifically for gaming can also consider Taiwan Semiconductor or Broadcom instead

* In comparison to Nvidia’s EBIDTA margin of 41.7% in 2022, Juniper’s margin was at 13.90% which is drastically low in comparison, especially for the tech industry which tends to be around the 30-40% margin. This makes Juniper a good peer as Nvidia can see where they can improve within their own company to increase their profits.
* Juniper’s revenue in 2022 was around $5.3 billion dollars which is also quite low in comparison to both Nvidia and Cisco which also makes Juniper a good peer as Nvidia can clearly see that they are in better financial health.
* Juniper’s long term debt in 2022 $1.601 billion which is much higher than Nvidia’s at $10.946 million which also shows Nvidia is in better financial health as less of their profits will be going towards their long term debt and will be able to retain most it.

Dell Technologies The main competitor for Nvidia is AMD and Qualcomm who produce high speed graphics processing units specifically for gaming can also consider Taiwan Semiconductor or Broadcom instead

* Dell’s EBITDA margin for 2022 was 8.73%, and while a low EBTIDA margin can be considered good, in comparison to Nvidia’s 41.7%, it indicates they’re not as profitable. This makes Dell a good peer as Nvidia can see where they are going right with their company.
* Dell’s long term debt in 2022 had decreased by 35.7% from 2021 and totalled at $21.131 billion which was much higher than Nvidia’s long term debt at $10.946 million. This makes Dell a good peer as while Dell’s debt is decreasing by a large amount year on year, it’s not as low as Nvidia’s.
* Despite Dell’s EBITDA being low and their long term debt being quite high, by the end of 2022, their annual revenue totalled $101.197 billion which was a 16.76% increase from 2021. Dell still makes a good peer as Nvidia seems to hold onto most of their revenue despite it being lower than Dell’s as Dell’s net income for 2022 was $5.563 while Nvidia’s was $9.752 billion. In comparison it doesn’t seem like a huge amount of difference, but after taking into account their revenue and annual income as a whole, it is a difference.

Pfizer Inc:

* Johnson & Johnson
* Pfizer’s EBITDA margin at the end of 2022 was 39.56% in comparison to Johnson & Johnson’s 30.51%. This makes them good peers as Pfizer can see what they are doing well and how to improve based on other aspects such as debt and assets.
* Pfizer’s revenue in 2022 totalled $100,330 billion and Johnson and Johnson followed closely behind with $94.943 billion which again makes them good peers as they are close together in terms of their annual income before it’s paid out towards assets and debts.
* Pfizer’s total debt by the end of 2022 totalled $32.9 billion in comparison to Johnson and Johnson’s $39.65 billion (which increased by 17.5% from 2021). Despite their EBIDTA margin being quite close, it shows that more of Johnson and Johnson’s revenue is going towards debt, especially considering they shouldered more.
* Merck and Co.
* Merck and Co’s EBITDA margin in 2022 was 40.26% which was marginally higher than Pfizer’s at 39.56% making them one of Pfizer’s biggest competitors, however this makes them good peers as well. This is because they are quite close in terms of profitability.
* Merck and Co’s total revenue for 2022 was approximately $59.3 billion, a little under half that Pfizer made. While this was an increase of 22% from 2021 for Merck and Co, it’s not in the same league as Pfizer which had an increase of 23.43% from 2021. While those percentages are similar, the differences in their total revenues are huge and this makes them a good peer to Pfizer.
* Merck and Co had $30.69 billion total debt by the end of 2022 and Pfizer had a little more debt at the end of 2022 totalling at $32.9 billion. Despite this, they are still a good peer company because Pfizer’s total revenue was much higher, which meant less of their money was going towards their debt in comparison to Merck and Co who’s total revenue was much lower.
* Eli Lilly and Co.
* Eli Lilly and Co’s EBITDA at the end of 2022 was 29.11% which is over 10% lower than Pfizer’s at 39.56% which shows that Pfizer is more profitable as they keep more of their revenue than Eli Lilly and Co.
* Eli Lilly and Co’s total revenue at the end of 2022 totalled $28.5 billion, and in a similar way to Merck and Co, they make a good peer to Pfizer as the differences to their revenues are big and Pfizer can use it as a standing on how to further improve.
* Eli Lilly and Co’s total debt by the end of 2022 totalled $17.139 billion and while in comparison to Pfizer’s total debt is almost half, the discrepancies in revenue mean that Pfizer is able to keep more of it while Eli Lilly and Co is not. Despite this they are a good peer as they cater to the same industry of pharmaceuticals and are one of Pfizer’s competitors.