**Task 3:**

Identifying Suitable Peers for the following Companies.

**Marriott Inc**

1. **Hilton Worldwide Holdings Inc:**
	* **Similar Industry Focus:** Hilton, like Marriott, is a major player in the global hospitality industry, operating a wide range of hotels and resorts.
	* **Global Presence:** Both Hilton and Marriott have a strong global presence, with a significant number of properties in various countries.
	* **Comparable Services:** Both companies offer similar services and cater to a broad spectrum of travellers, from budget to luxury.
	* **Diverse Brand Portfolio:** Both companies own a diverse portfolio of hotel brands, targeting different market segments. This allows them to cater to the preferences and needs of a wide range of travellers, including those seeking luxury, upscale, midscale, and budget accommodations.
2. **InterContinental Hotels Group PLC:**
	* **Global Hotel Chains:** InterContinental Hotels Group (IHG) operates a diverse portfolio of hotel brands globally, making it a direct competitor to Marriott.
	* **Similar Target Markets:** IHG, like Marriott, serves various market segments, including luxury, upscale, and midscale, offering a comparable range of services.
3. **Hyatt Hotels Corporation:**
	* **Focus on Luxury and Upscale Segments:** Hyatt, like Marriott, has a strong presence in the luxury and upscale hotel segments, making them direct competitors in these markets.
	* **Global Presence:** Both companies have a global footprint, with properties in key travel destinations around the world.
4. **Wyndham Hotels & Resorts, Inc.:**
	* **Diverse Brand Portfolio:** Wyndham operates a diverse portfolio of hotel brands, catering to various market segments, which aligns with Marriott's strategy.
	* **Global Reach:** Both companies have a global presence, providing accommodation options in different regions and countries.

**Tesla Inc**

1. **NIO Inc:**
	* **Electric Vehicle (EV) Manufacturers:** NIO and Tesla are both electric vehicle manufacturers, operating in the same industry and contributing to the advancement of electric mobility.
	* **Innovation and Technology Focus:** Both companies are known for their emphasis on innovation, cutting-edge technology, and sustainable transportation solutions.
	* **Global Expansion:** While Tesla has a global presence, NIO has primarily focused on the Chinese market. However, its ambitions for global expansion make it a potential competitor on a broader scale.
2. **General Motors Company:**
	* **Traditional and Electric Vehicles:** GM produces both traditional and electric vehicles, providing a contrast to Tesla's focus on electric vehicles. This comparison allows for insights into different approaches within the automotive industry.
	* **Market Presence:** General Motors, as an established automaker, offers a benchmark for Tesla's disruptive market strategies and innovations.
3. **Ford Motor Company:**
	* **Electric Vehicle Initiatives:** Ford has ventured into the electric vehicle market with models like the Mustang Mach-E, creating a competitive landscape for Tesla in the electric vehicle segment.
	* **Legacy Automaker Transformation:** Comparing Ford, a traditional automaker undergoing an electric transformation, with Tesla provides insights into the industry's shift towards sustainable transportation.
4. **Volkswagen AG:**
	* **Global Automotive Presence:** Volkswagen is a major global automotive player with a diverse range of vehicles, including electric models. Comparing Tesla with Volkswagen provides a perspective on global market dynamics.
	* **EV Investments:** Like Tesla, Volkswagen has invested significantly in electric vehicle technology, reflecting a shared focus on the future of electric mobility.

**Netflix Inc**

**Amazon Inc:** 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

* + **Streaming Services:** Amazon Prime Video is a direct competitor to Netflix in the streaming services industry, offering a similar range of content and original programming.
	+ **Diverse Business Operations:** Both companies are tech giants with diverse business operations, though they compete directly in the streaming space.
	+ **Global Presence:** Both companies have a global presence, providing streaming services to audiences in various countries.
	+ **Original Content Production:** Both Netflix and Amazon invest heavily in producing original content, competing for high-profile talent and exclusive content deals.
1. **Disney:**
	* **Streaming Services and Entertainment:** Disney, with its Disney+ streaming service, competes directly with Netflix in the digital streaming and entertainment industry.
	* **Content Production:** Both companies are major content producers, creating and distributing a wide range of movies and TV shows.
2. **Apple Inc:**
* **Streaming Services:** Apple TV+ is a direct competitor to Netflix, offering a growing library of original content, movies and TV shows.
* **Ecosystem integration**: Apple has a well-established ecosystem with a large user base, allowing it to integrate its streaming services with other products such as iPhones, iPads, and Apple TV.
* **Global Reach:** Both Apple TV+ and Netflix have a global presence, Catering to audiences worldwide.
* **Original content Production**: Like Netflix, Apple has invested in Producing original content, competing for high-profile talent and exclusive content deals.

**Nvidia Inc**

1. **Advanced Micro Devices, Inc (AMD):**
	* **Graphics Processing Units (GPU):** AMD is a major player in the GPU market, making it a direct competitor to Nvidia, which is renowned for its graphics processing units.
	* **Innovation in Semiconductor Industry:** Both companies are involved in the semiconductor industry, with a focus on graphics and processors.
	* **Gaming Industry Presence:** Both companies supply GPUs for the gaming industry, and their graphics cards are commonly used in gaming PCs.
	* **Market Capitalization:** This may suggest similar or comparable level of investor confidence, market perception and expectations for future growth. Similarity in Market Cap suggests a sillar value and size of a company.
2. **Intel Corporation:**
	* **Semiconductor Industry:** Intel is a significant player in the semiconductor industry, manufacturing a wide range of products, including processors and integrated graphics solutions.
	* **Innovation and Technological Leadership:** Nvidia and Intel are both recognized for their innovation and technological leadership in the semiconductor space.
	* **Data Centre Market:** Both Nvidia and Intel are actively competing in the data centre market, providing solutions for artificial intelligence, machine learning, and high-performance computing.
3. **Qualcomm Incorporated:**
	* **Mobile and Wireless Technologies:** Qualcomm specializes in mobile and wireless technologies, including GPUs for mobile devices. This makes it a relevant peer for Nvidia in the context of mobile graphics solutions.
	* **Semiconductor Expertise:** Both companies possess semiconductor expertise, contributing to their presence in various technology markets.
	* **AI and Edge Computing:** Both Nvidia and Qualcomm are involved in AI and edge computing applications, contributing to the competitive landscape in emerging technologies.
4. **Broadcom Inc:**
	* **Diverse Semiconductor Products:** Broadcom is a global technology company with a diverse range of semiconductor products, including solutions for networking, storage, and connectivity.
	* **Market Presence:** Nvidia and Broadcom operate in different segments of the semiconductor industry, allowing for a comparison of their respective market presence and strategies.

**Pfizer Inc**

1. **Johnson & Johnson:**
	* **Pharmaceutical and Healthcare**: Johnson & Johnson operates in the pharmaceutical and healthcare industry, similar to Pfizer, making them peers in the healthcare sector.
	* **Diverse Product Portfolio**: Johnson & Johnson's diversified portfolio includes pharmaceuticals, medical devices, and consumer health products. This diversity adds complexity to the comparison, allowing for a comprehensive analysis of each company's strengths and areas of focus.
	* **Global Operations:** Both Pfizer and Johnson & Johnson have a global presence, serving healthcare needs in various countries.
	* **Similar Market Capitalization:** This may suggest similar or comparable level of investor confidence, market perception and expectations for future growth. Similarity in Market Cap suggests a sillar value and size of a company.
2. **Merck & Co., Inc:**
	* **Pharmaceuticals:** Merck, like Pfizer, is a major pharmaceutical company, and they share similarities in terms of drug development and healthcare solutions.
	* **Global Presence**: Both companies have a global presence, serving healthcare needs in various countries.
	* **Research and Development Focus:** Merck's emphasis on research and development in the pharmaceutical sector provides a deeper perspective on innovation within the industry.
3. **Novartis AG:**
	* **Pharmaceuticals and Healthcare:** Novartis is a multinational pharmaceutical company, operating in a similar industry to Pfizer, with a focus on developing innovative healthcare solutions.
	* **Global Operations:** Both companies have a global footprint, providing healthcare solutions and products to diverse markets around the world.
	* **Oncology Focus:** Novartis has a significant presence in oncology, providing an additional point for comparison, especially considering Pfizer's strong presence in this therapeutic area.
4. **GlaxoSmithKline plc:**
	* **Pharmaceutical and Consumer Health:** GSK operates in both the pharmaceutical and consumer health sectors, aligning with Pfizer's diversified presence in these areas.
	* **Global Operations:** Both companies have a global footprint, providing healthcare solutions and products to diverse markets around the world.
	* **Vaccine Focus:** GSK's focus on vaccines adds a specific dimension to the comparison, considering the importance of vaccines in global health.