***Peer Identification***

*Marriot Inc:*

* Hilton Worldwide Holdings inc
* Hilton is undoubtedly the biggest competitor of Marriot, similar in scale, operating 7,000 hotel properties in 122 countries worldwide while Marriot operating more than 7,000 hotel properties in more than 131 countries worldwide
* Hilton also stands out from its competitors due to its diversification allowing the organisation to target different customer groups
* Intercontinental Hotels Group PLC
* Intercontinental hotels Group operates various well known hotel brands and competes directly with Marriot in the hospitality sector being present in over than 100 countries all over the world
* Hyatt Hotels corporation
* Hyatt Corporation has been operating some of the finest hotels, resorts and vacation properties since 1957, with more than 700 properties, in over than 50 countries of the world
* Four seasons Hotels Limited
* Four seasons is a hospitality corporation operating its hotels and resorts in the luxury segment, since 1961, currently having 109 properties in around 43 countries of the world
* Choice hotels International, Inc
* An association of seven motel owners, starting its operations by accepting franchise hotels initially in the southern US and expanded worldwide
* It has more than 6,000 properties worldwide

*Tesla Inc:*

* Ford Motor Company
* Having a rich history from 1903, Ford motor has risen to prominence as a recognised automotive titan upholding its reputation while continually extending the boundaries for innovation
* The company’s lineup includes compact cars, sedans, SUVs, trucks and even commercial vehicles, but its excellence isn’t limited to traditional combustion engines
* Acknowledging the shift towards green energy, Ford has been making significant strides in the electric vehicle (EV) segment with their Mustang Mach-E and the all-electric Ford F-150 Lightning, not only providing an eco-friendly alternative, but also ensures a thrilling driving experience
* General Motors Company
* Established in 1908, it stands as a monumental player in the automotive industry, recently shifting its focus in the rapidly evolving field of electric vehicles
* NIO Inc
* A Chinese electric vehicle manufacturer, like Tesla, that has delivered impressive results with its innovative line-up of EVs, including the high-performance ES8 and ES6 SUVs and the sleek EC6 coupe, which have been engineered to offer top-tier performance, exceptional comfort, and unmatched safety
* Lucid Motors, Inc.
* Focuses on luxury electric vehicles, similar to Tesla’s high end models, making it a direct peer in the EV luxury segment
* While Tesla has managed to stay ahead of competitors in terms of production volume Lucid Motors may be able to capture market share through superior design features of luxury options

*Netflix Inc:*

* Amazon prime videos - Amazon prime cannot be split from the Amazon company as a whole, whose primary line of business in e-commerce. Can consider Roku instead
* Like Netflix, Amazon Prime video is a subscription video-on-demand and over-the-top streaming service, having about 175 million active subscribers, as of 2020, and was named the third largest library of movies and TV shows among streaming services
* Walt Disney Company (for Disney+ and Hulu)
* Despite being relatively new video-on-demand and over-the-top streaming service, it is already recognised as one of the leading services in the streaming industry and a stiff competitor of Netflix
* The service has currently over 61 million users and its primary use is to distribute films and television series produced by the Walt Disney Studios and Walt Disney television
* Hulu
* Another significant Netflix competitor that offers TV shows, movies, and original content
* Unlike Netflix, it offers a broad selection of current TV shows that can be streamed as soon as the day after they air on TV
* Additionally offering live TV streaming with its Hulu + Live TV subscription, something that Netflix does not offer

Nvidia Inc:

* Advanced Micro Devices (ADM)
* AMD is a tech company that develops chips and graphics processors used in integrated circuits for PCs, gaming consoles and CPUs
* Both ADM and Nvidia provide the best graphic cards for gaming PCs globally and both release new GPU generations every 2 years
* Currently Nvidia’s RTX 30 series graphics cards’ greatest competitor is ADM’S RX 6000, both released in 2020
* Intel Corporation
* Intel primarily focuses on central processing units, but also competes with Nvidia in the data centre and artificial intelligence markets
* Both companies intersect in areas like high performance computing and innovating solutions
* Qualcomm
* The world’s leading developer of chips for smartphones, 5G technologies, broadband devices and network equipment
* Both Qualcomm and Nvidia cater to the 5G market, even though Qualcomm’s 5G is more advanced making it the best Nvidia alternative for 5G mobile chips

Pfizer Inc.

* Johnson & Johnson
* A global pharmaceutical and healthcare company, very similar to Pfizer
* Both having diverse portfolios including pharmaceuticals, medical devices, consumer healthcare products and diagnostics
* Merck & Co
* One of the largest pharmaceutical companies in the world with various pharmaceutical products, prescription products, vaccines, animal health and chemicals with a focus on research and development, making it a relevant peer of Pfizer in the pharmaceutical industry
* Eli Lilly and company
* Having a reputation for the mass manufacturing of the polio vaccine, the company has also a diversified portfolio and manufactures medications and therapies targeting different health segments such as immunology, diabetes and cancer making it a strong competitor of Pfizer in the pharmaceutical industry
* Glaxo Smith Kline (GSK)
* Over the years it focuses to expand its product portfolio by investing heavily in research & development and on developing a strong research team
* The company has established a strong sales and distribution network worldwide, ensuring its products are available everywhere and enhance the ability to provide newer products to the consumer
* It has also declared a consumer healthcare and vaccines joint venture in 2015 due to which it is considered as a top Pfizer competitor