Marriot inc

* Hilton is big, but Marriott is 35% bigger than its closest U.S competitor
	+ One of the major global hotel chains, offering a wide range of brands across various market segments, including luxury, full service and select-service hotels
* Hyatt – whilst a lot smaller but offers generous perks
	+ Competes against the Marriot in the luxury and upper-upscale segments with brands like Park Hyatt and Grand Hyatt
	+ Both use a earning points membership. Hyatt has a better hotel loyalty programs
	+ Marriot has larger services chain and strong reputation
* InterContinental Hotels Group (IHG)
	+ Significant competitor, operating brands such as InterContinental, Holiday Inn and Crowne Plaza
	+ Similar to Marriot, IHG has a diverse portfolio of hotels that caters to different types of travellers

Tesla

* All are challenging Tesla, although they have a large market share – this is decreasing
* Ford – investing $22 billion through 2025 to pursue vehicle electrification (the mustang, the F-150 lightning pickup and E-transit
	+ One of fords target markets is commercial vans and pickup, aiming to deliver the benefits of electric cars via an accessible price point and low cost of ownership – challenging Tesla’s high prices
* General motors – committed to all-electric future
	+ Investing $35 billion in EV and autonomous vehicles through 25 – this can challenge Tesla as they are not a dominant player in the EV market
	+ There ultium battery packs cost almost 40% less than those in Chevy’s Bolt EV
* Volkswagen
	+ Estimated that 50% of its U.S sales by 2030 will be EVs.
	+ Planning to produce 1.5 million electric vehicles by 2025 to help buyers meet the EU’s expected emission targets
	+ Looking to challenge Tesla

Netflix

* All stream online on a subscription based platform
* Amazon Prime
	+ Subscription video on demand and over-the-top streaming service that is offered alone or as a package deal
	+ Named the third-largest library of movies and TV shows among streaming services
	+ Available in over 200 countries
	+ Challenging Netflix as it has started to produce its own original films
	+ Prime Video is a package deal that comes as one of the perks of an amazon prime subscription
	+ Can subscribe to other channels, saving people time
* Hulu
	+ Unlike Netflix, Hulu offers a selection of current TV shows that can be streamed as soon as the day they air – biggest advantage
	+ Offers a range of add-ons, such as HBO, Cinemax and Showtime – 4th largest library of movies and tv shows among streaming services
	+ Same as Netflix as it offers the ability for users to create multiple user profiles. However unlike Netflix you can add premium channels like HBO
* Disney +
	+ Despite being relatively new, it is a recognised as one of the leading services in the streaming industry and a stiff competitor of Netflix
	+ 161 million users, however available in less countries (60)
	+ GroupWatch feature allowing users to watch with friends and family remotely
	+ It is the most affordable, being $7.99 a month
	+ It has a vast variety of Disney owned movies and tv shows – making it a great option for parents with children

Nvidia

* Cisco
	+ Although valued a lot smaller at $188.2b compared to Nvidia (1.2 trillion)
	+ Efforts to diversify into video conferencing, security and services have had some success
	+ However Nvidia looking a lot more promising an
* AMD (advanced micro devices)
	+ Major competitor to Nvidia
	+ Particularly in the discrete GPU market
	+ AMD’s Radeon graphics cards compete with Nvidia GeForce card
* Intel
	+ While traditionally known for its CPUs, it has been expanding into the GPU market
	+ Aiming to compete with Nvidia in various segments including gaming and data centres
	+ Launched its own line of graphics chips – that can find their way into windows laptops and desktops which are the go to for gamers

Pfizer Inc

* Johnson and Johnson
	+ Diversified healthcare company that competes with Pfizer across various segments, including Pharmaceuticals, medical devices and health care products
	+ Having a market cap of $397.5 billion and creating a revenue of $7.9 billion in 2022 from its top drug
	+ Despite not generating as much revenue from its pharmaceuticals, its market cap and total revenue make it a rival
* Novo Nordisk
	+ The Norwegian pharmaceutical manufacturer focuses on treating diabetes, obesity and other serious chronic diseases
	+ The company isn’t as diverse as Pfizer however its strategy centres around a fast-growing product in Wegovy could make up for that
	+ Launching into new markets (UK and Germany). The sales of Wegovy are soaring (367%) through the first half of the year, however that’s still scratching the surface of the drugs potential
	+ For growth investors, this is the better buy
* Eli Lilly and CO
	+ Huge market capitalisation of $319.45 billion
	+ Focus is on discovering, developing, manufacturing and marketing human pharmaceutical products
	+ Top selling drug in 2022 was Trulicity which is used to treat type 2 diabetes and reduce the risk of significant adverse cardiovascular events
	+ Mounjaro could generate $68 billion in annual revenue at its peak – it could be more promising than Wegovy as patients have lost more weight