Task 3 – Peer Companies

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| **Company** | **Peer Companies** | **Justification** |
| Marriot Inc | Hilton Worldwide Holdings Inc, Accor SA, Hyatt Hotel corporation | * All publicly owned companies
* Similar annual revenue figures ($8 billion vs $4.4 billion, $5.9 billion, $5.89 billion respectively
* Similar no. of employees
* Same industry
* Market Cap of $61.27 billion vs $39.7 billion, $8.57 billion and $11.85 billion respectively.
* Similar share price growth trends
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| Tesla Inc | Bayerische Motoren Werke AG (BMW), Mercedes-Benz Group AG, General Motors Co.BMW & Mercedes-Benz operate in the luxury market, a better comparison would be General Motors, Nio & Ford which have released few lines in the EV market  | * Similar annual revenue, for Tesla this is $81.5 billion, compared to peers, $150 billion, $157.7 billion, $156.7 billion.
* Similar industries: luxury car market (Tesla only focused on EV, peers trying to break into EV).
* Similar number of employees
* Market Cap of $687 billion vs $64.45 billion, $71.241 billon, $45.98 billion. Tesla’s market cap is significantly higher due to investor confidence that Tesla will make a breakthrough in autonomous driving?
* Tesla’s share price growth has not been consistent with its peers, again perhaps due to its status as a company at the frontier, compared to its peers which have strong bases in traditional car manufacturing.
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| Netflix Inc | Paramount Global, Amazon Inc, Warner BrosAmazon prime cannot be split from the Amazon company as a whole, whose primary line of business in e-commerce. Can consider Roku instead | * Same industry
* Amazon and Disney are far larger companies, involved in numerous markets. However, they have specific divisions: Amazon Prime Instant Video, Disney+ and Hulu which operate as competitors
* Netflix has annual revenue of $31.6 billion, compared to its peers, $514 billion and $33.8 billion.
* Market cap of $177.9 billion vs $9.63 billion, $1.35 trillion and $30.85 billion
* Paramount shares plunged in May 2023 due to reporting earnings below street expectations, and an unexpected cut to dividends.
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| Nvidia Inc | Advanced Micro Devices Inc (AMD), Intel Corporation, GraphcoreThe main competitor for Nvidia is AMD, Qualcomm and Intel who produce high speed graphics processing units specifically for gaming | * Nvidia has traditionally competed with only AMD in the graphics card market, but today AI enabled chips have propelled stock growth in Nvidia and lead to new competitors arising: AMD, Intel, Graphcore amongst others.
* Nvidia’s annual revenue of $27 billion (2023) is roughly comparable to its peers, $23 billion (2022), $63.1 billion (2022). Graphcore’s is far smaller, in the hundreds of millions of dollars range, but it operates in the same market.
* Market cap of $1.045 trillion vs $167.57 billion, $136.14 billion. Graphcore is privately owned.
* The publicly owned companies follow similar share price growth trends
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| Pfizer Inc | Johnson & Johnson, F. Hoffmann-La Roche Ltd (Roche), Merck & Co Inc | * Pfizer’s annual revenue of $100 billion is roughly similar to its peers, $94.9 billion, $66.3 billion, $59.3 billion
* Market cap of $205.85 billion compared to $415 billion, $234.67 billion, $275.69 billion
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Share Price Growth











Sources:

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