**Peer Identification**

**Marriot Inc.**

**Hilton Worldwide Holdings**

* Marriott and Hilton have similar business models
* Both corporations have a global portfolio
* Both corporations appeal to a wide range of customers

**Hyatt Hotels Corporation**

* Both operate a diverse portfolio of hotel brands, including luxury, upscale, midscale, and budget
* Both have a global presence
* Both operate a similar business model

**Accor SA**

* Both compete in the European and international markets
* Both share similar strategies for attracting and serving customers.

**InterContinental Hotels Group Plc**

* Both operate a diverse portfolio of hotel brands
* Both companies try to appeal to business and leisure travellers
* Both have a global presence
* Both focus on offering a variety of lodging options to cater to different customer preferences

**AirBnb Inc.** Airbnb's operating model is different from Marriot since it is a rental business, where as Marriot operates with large room base. Can consider IHG or Hyatt or Wyndham group instead

* The companies have similar enterprise values of approximately $72 billion
* Both have a global presence

**Tesla Inc.**

**Ford**

* Strong focus on electric vehicles
* Major priority target market is fully electric commercial vans and pickups

**General Motors**

* Committed to an all-electric future
* Building a competitive advantage in batteries, software, vehicle integration, and manufacturing
* Strong focus on battery technology

**NIO**

* Focuses specifically on electric vehicles
* Offers access to public charging, access to power mobile charging trucks, and battery swapping
* Strong focus on technological breakthroughs and innovations
* Well over 20% growth in deliveries year on year

**Volkswagen**

* One of the largest automotive manufacturers in the world
* Estimates that 50% of its U.S. sales by 2030 will be EVs
* Incorporates well-known luxury brands such as Audi, Bentley, Lamborghini, and Porsche.

**Stellantis**

* Covers a broad spectrum of the automotive market
* Diverse brand offering

**Toyota**

* Actively involved in hybrid and electric technology
* Strong commitment to sustainable mobility

**Netflix Inc.**

**Amazon Prime Video:** 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

* Broad global reach
* Offers a wide range of content, including original series, movies, and licensed content
* Operates on a subscription-based model, making it a direct competitor for attracting and retaining subscribers
* Amazon's technological infrastructure supports the streaming service, providing a seamless viewing experience

**Hulu:**

* Offers a mix of on-demand streaming and live TV, providing a different content model
* Hulu is a joint venture between multiple media companies, including Disney, Comcast, and 21st Century Fox
* Offers an ad-supported subscription tier
* Has licensed content from various networks giving it a diverse library

**Disney+ (The Walt Disney Company):**

* Vast library of content from popular franchises like Marvel, Star Wars, Pixar, and Disney
* Offers bundle packages that include Disney+, Hulu, and ESPN+
* Global brand recognition and established international presence
* Invests heavily in producing original content

**AT&T/WarnerMedia's HBO Max:**

* Offers a premium content experience with a focus on high-quality original programming
* Access to a vast library of WarnerMedia's content, including Warner Bros. movies and HBO series
* Has the backing of a large telecommunications and media conglomerate, providing resources for content creation, marketing, and technological infrastructure

**Nvidia, Inc.**

**AMD (Advanced Micro Devices, Inc.)**

* Major player in the GPU market
* Significant competitor in the CPU market, offering alternatives to Nvidia's focus on GPUs
* Expanding its presence in the data centre market
* Involved in cutting-edge technologies, working on advancements in both graphics and computing

**Intel Corporation**

* Competes through its integrated graphics solutions in CPUs, targeting a significant portion of the consumer market
* Expanding presence in the data centre market with products like the Intel Xeon Phi and other accelerator technologies
* Actively working on AI-related technologies, including hardware accelerators
* Wide range of products provides a diversified portfolio

**Qualcomm Incorporated**

* Significant player in the mobile GPU market
* Incorporating AI features into its Snapdragon processors
* Providing solutions for the automotive industry, competes with Nvidia's DRIVE platform in the autonomous vehicle space.
* Expertise in wireless technologies, providing a unique set of capabilities.

**Pfizer, Inc.**

**Johnson & Johnson (J&J):**

* Operates in various healthcare segments, including pharmaceuticals, medical devices, and consumer health. This diversification provides stability and multiple revenue streams.
* Strong global presence, with a wide range of products sold in international markets.
* Heavily invests in research and development, ensuring a steady flow of new products and innovations.
* Strong consumer health division

**Novartis AG:**

* Major player in the pharmaceutical industry, with a focus on innovative medicines and generic drugs
* Involved in the development of advanced therapies, including biologics and gene therapies.
* Strong international presence
* Investment in digital health solutions

**Merck & Co., Inc.:**

* Key player in the pharmaceutical industry, known for its commitment to innovation and the development of breakthrough drugs
* Significant presence in the vaccine market, contributing to public health initiatives globally.
* Global reach with a focus on serving diverse markets.
* Reputation for research excellence

**GlaxoSmithKline plc (GSK):**

* Combination of pharmaceutical and consumer health products, providing a diversified revenue stream
* Involved in the development and production of vaccines
* Strong presence in emerging markets
* Significant focus on respiratory health, complementing Pfizer's therapeutic areas and contributing to a diversified product portfolio.