1. **Marriot Inc**

Peers:

Hilton hotels international Inc:

* Same industry
* Market capitalisation of about 40 -50 billion USD
* In the list of Global top 100 Brands

Ritz-Carlton Inc:

* Same industry
* Market capitalisation of about 40 -50 billion USD
* In the list of Global top 100 Brands

Hyatt hotels

* Same industry and US customers.
* Even though Marriot is known for its large number of brands, Hyatt is mostly known for its upscale and luxury properties.

1. **Tesla Inc**

Peers:

Lucid motor company

* Same industry
* Its Lucid air is said to be the new king of electric and offers more power and range than Teslas Model S.
* Even though tesla has a market cap of about 770 billion usd and lucid has a market cap of 16.3 billion usd. Lucid is valued at about 4.9 times expected sales in 2024 and Tesla is valued at approximately 4.6 times expected sales in 2024.

Toyota:

* Same industry
* Higher reliability and quality ratings of 1 out of 2 models.

Ford:

* Same industry
* Tesla reported sales of 71 billion USD in 2022 but Ford achieved 158 billion USD in 2022.

1. **Netflix Inc**

Peers:

Amazon prime - 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

* Same industry
* Market capitalisation of just under 1 trillion USD, whereas Netflix has a market cap of a 168 billion USD.

Disney+

* Same industry
* Market capitalisation of about 148 billion USD, whereas Netflix has a market cap of a 168 billion USD.
* In June quarter 2022, Disney made 221.1 million total subscriptions vs 220.67 for Netflix. Strong competitors.

Hulu:

* Same industry
* Both streaming a combination of tv shows, movies and original content.

1. **Nvidia Inc**

Peers:

Intel:

* Same industry
* Both publicly listed
* Both have US customers

Broadcom

* Same industry
* Broadcom acquires VMware; however, VMware works with Nvidia chips even though Broadcom also produces data centred chips.

Cisco – Cisco is not a semiconductor manufacturer. The closest peer to Nvidia is AMD and Qualcomm.

* Same industry
* Both have similar ratings of about 4.7/5 each in overall capability, integration and deployment as well as end-user quality.

1. **Pfizer Inc**

Peers:

Novo Nordisk A/S plc:

* Same industry
* Market capitalisation of about 315 billion USD, whereas Pfizer has a market cap of a 184 billion USD.

Merck & Co:

* Same industry
* Market capitalisation of about 269 billion USD, whereas Pfizer has a market cap of a 184 billion USD.

Johnson and Johnson:

* Same industry
* Market capitalisation of about 386 billion USD, whereas Pfizer has a market cap of a 184 billion USD.