Marriot Inc.’s suitable peers

1. Airbnb Inc

* Airbnb is an international hotel chain, with a global reach, as they partner with properties in numerous cities worldwide and are widely recognised by the industry.
* They are active in the lodging industry where a wide number of luxury hotels and price-friendly room options are offered for customers and can choose their preferences.

2. Hilton Inc

* Hilton and Marriot are both well-known in the hotel industry, they offer luxury hotels following a hotel management system where they either own and manage their properties or franchise them elsewhere.
* Both have a similar customer base where they target either leisure or business travellers and also offer loyalty programs to frequent guests with rewards and discounts.

3. Four Seasons

* These hotel chains offer a variety of services for business travellers, and their properties have unique meeting and event facilities with state-of-the-art catering.
* Luxury and elegance are always a priority for these two competitors, they offer fine dining experiences, and spas, and maintain customer loyalty by ensuring maximum comfort for the customers.

Tesla Inc.’s suitable peers

1. Ford Motor Company

* Ford, just like Tesla, has a well-established presence in the automotive industry and is a major brand with excellent production capabilities in order to meet customer demand.
* Both companies have made investments in the future of electric vehicles, with Ford being the recent company that transitioned to embracing the manufacturing of electric mobility and sustainable transportation.

2. General Motors

* Similar to Tesla Inc, both benefit from a large brand recognition, and being established leaders in the automotive industry and electric vehicles.
* Both companies are always looking to innovate by introducing new technologies and improving the infrastructure of their vehicles, in addition, Tesla’s electric trucks compete with GM models such as the GMC Hummer EV.

3. BMW

* Both BMW and Tesla have an established market presence and are both looking to improve the charging infrastructure for electric vehicles to make it long-lasting.
* Competition is intense between both companies as their luxury vehicles, the BMW i4 and the Tesla Model S are considered direct rivals.

Netflix Inc.’s suitable peers

1. Amazon Prime Video

* Just like Netflix, Amazon Prime Video is a well-known streaming platform, with the service available in many countries around the world, both firms operate under a subscription-based model where users pay for the type of subscription that suits them best in order to access content.
* Both companies’ revenue comes from their original content which both invest heavily in, such as “The Boys” for Amazon, and “Money Heist” for Netflix.

2. Disney+

* Like Amazon, Disney also invests heavily in their original content such as “The Mandalorian”.
* Furthermore, Disney and Netflix both strive to compete for family viewership with investment in family-friendly content.
* Finally, both companies implement a competitive pricing strategy, some subscription tiers come with ads, others with HD or Ultra HD, and others allow multiple users.

2. YouTube Premium

* YouTube and Netflix are perhaps seen as the most renowned video streaming platforms in recent years, with both having a growing popularity day by day, as they continue to attract different types of audiences.
* Moreover, accessibility is quite easy for these videos, which are available on smart TVs, phones, and laptops. As they both deliver video content to audiences, they are considered direct competitors in the entertainment industry.

Nvidia Inc.’s suitable peers

1. Google

* Google and Nvidia are both large contributors to the AI industry, Google’s software and hardware tools and Nvidia’s GPU (Graphics Processing Units) technology have allowed them to play a pivotal role in AI and machine learning.

2. Intel

* Intel and Nvidia operate in the same market by developing GPUs, Intel are particularly involved in the gaming and content creation aspect, regardless they are considered a direct competitor for Nvidia in the GPU area.
* Both contribute massively to machine learning research and the future of AI and how it tends to aid humans.

3. AMD Inc.

* AMD might be considered Nvidia’s biggest rival as they directly compete with each other in developing software and gain the largest market share in the industry.
* Both companies also partner with various successful gaming developers in developing and maintaining the gaming ecosystem.

Pfizer Inc.’s suitable peers

1. Novartis

* Both Novartis and Pfizer have a well-established presence in this industry, and both directly compete in the pharmaceutical market and its market share.
* They also contribute to researching and developing new drugs and cures to better the field of healthcare, we have seen this in recent years during the COVID-19 pandemic when vaccines were developed and distributed.

2. Johnson & Johnson

* Once again, just like Nvidia, J & J has a global presence, they have multiple facilities and manufacturing sites all around the globe, and new health products are therefore easily distributed.
* Both companies are involved in the personal care products market, as they produce health care items for consumers.

3. GlaxoSmithKline (GSK)

* Their global presence and competition with Pfizer in studying respiratory and infectious diseases and striving to provide treatments for those in need makes them a competitor of each other as they also operate under the same dynamics.