**Task 3**

**1)Marriot Inc.**

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| **Company** | **Market capitalisation** | **Enterprise Valu** |
| Marriot Inc. | $61.27B | $73.01B |
| Hilton Worldwide Holdings Inc. | $40.30B | $49.08B |
| Airbnb Inc. | $93.05B | $85.03B |
| Accor SA | $9.32B | $11.73B |

**Hilton Worldwide Holdings Inc.**

* Hilton Worldwide Holdings Inc. is the second largest in industry hotels after Marriot Inc.
* Both companies have a global footprint.
* Both companies offer a wide range of hotel and resort options, from budget-friendly to luxury options.
* Both run loyalty programs for their customers.

**Accor SA**

* Accor SA is the largest Europe's largest hotel company and the sixth largest in the world.
* Accor SA operated in 110 countries around the world and recorded a revenue of $ 4,523 million in 2022.
* The company operates similarly to Marriot through franchise programs or managing their property.
* Both offer a wide range of accommodation options, form budget-friendly to luxury options.

**Airbnb Inc -** Is rental model with fewer room count and serves multiple market segments,   
whereas Marriot targets luxury (5 star) segment. Consider Hyatt Hotels or Wyndham Hotels instead

* Airbnb Inc. provides different accommodation options than traditional hotels and resort companies like Marriot and Hilton. They provide a lot of options, from private flats and houses and vacation properties to unique properties like treehouses and castles.
* Airbnb targets a wider range of customers than Marriot.
* Global present
* Provides competitive prices, especially for large groups and long stays.

**2) Tesla Inc.**

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| **Company** | **Market Capitalisation** | **Enterprise Value** |
| Tesla Inc. | $788.74B | $772.53B |
| Toyota Motor Corporation | $238.07B | $392.06B |
| Mercedes-Benz Group AG | $75.28B | $173.29B |
| Ford Motor Company | $49.23B | $164.25B |

**Toyota Motor Corporation -** Proportion of EV in the product line is less, can compare   
NIO Motors and Nissan instead.

* Toyota Motor has a brand image of reliability and quality that attracts consumers.
* Toyota invests in EV and Hybrid cars and now is investing in car aerodynamics to improve the cruising range.
* Both aim to gain a significant share of the EV car market.
* Toyota cars are cheaper than Tesla cars.

**Mercedes-Benz Group AG -** Belongs to the luxury car category, can consider General Motors or Ford instead

* The brand suggests luxury, quality, performance and prestige.
* The company aims to gain the largest luxury EV car market share.
* The company competes in the market with Tesla's Model S, X, Y, and 3 because all of these vehicles fall into the category of luxury electric cars.
* The California Department of Motor Vehicles approved that Mercedes-Benz sell or lease self-driving cars to the public on June 8. (I. Krietzberg, 2023)

**Ford Motor Company**

* The Ford Motor Company is committed to transactions to EVs and already have introduced electric models like Mustang Mach-E and E-Transit.
* The F-150 Lightning is an electric version of Ford's most popular truck model and goes head-to-head with Tesla's crowd-favourite Cybertruck model. (CMCmarkets)

**Indirect Competitor: Google – Revenue and market cap cannot be separated from the parent company. Therefore cannot consider as peer.**

* Waymo is a self-driving technology company originated by Google as a self-driving car project. Google has entered into a partnership with tech giants like Toyota, Ford, General Motors, Volkswagen, and Daimler to put the self-driving concept into reality.

**3)Netflix Inc.**

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| **Company** | **Market Value** | **Enterprise Value** |
| **Netflix Inc** | **$197.20B** | **$205.62B** |
| **The Walt Disney Company** | **$149.27B** | **$198.34B** |
| **Warner Bros Discovery Inc** | **$27.59B** | **$73.12B** |
| **Comcast Corporation** | **$185.75B** | **$282.08B** |

**The Walt Disney Company**

* Movies and TV shows producer.
* The company broadcasts its movies through a streaming platform like Netflix.
* In the last decade, it acquired a series of successful movie producer companies like Marvel, Lucas Films and Pixar.
* As a successful collaboration with National Geographic, 21st Century, and Fox Entertainment, the company has expanded its range of movies and TV shows, demonstrating its ability to target a wide range of customers.

**Warner Bros Discovery Inc**

* Movie producer company.
* Owned the HBO streaming platform.
* The company produce movies that can not be found on the Netflix Streaming Platform.

**Comcast Corporation**

* Comcast Corporation is a broadcasting TV company. It operates in the USA through the Xfinity cable TV service and in the UK through the Sky Group. Both Xfinity and Sky Group are subsidiaries of Comcast Corporation.
* The cable TV companies operate differently than Netflix, but they offer similar content to Netflix, such as movies and TV shows. Additionally, they provide live news to their customers.
* The company acquired NBCUniversal in 2011, which possesses a large library of movies and TV shows.

**Indirect Competitors: Live Nation Entertaiment Inc**

* The company promotes, operates, and organizes live entertainment in the United States and internationally. It owns and operates entertainment venues and manages music artists' careers. These services can be considered as substitute products for Netflix's movies.

**4)Nvidia Inc**.

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| Company | Market Value | Enterprise Value |
| Nvidia Inc. | $1.13T | $1.12T |
| Advanced Micro Devices, Inc | $171.41B | $167.98B |
| Intel Corporation | $159.19 | $186.13B |
| Qualcomm Incorporated | $118.45 | $125.27B |

**Advanced Micro Devices Inc (AMD)**

* AMD is a semiconductor company specializing in graphics processing units (GPUs) and CPUs, making it a direct competitor to Nvidia in the graphics and gaming industry.

**Intel Corporation**

* Intel competes with Nvidia by CPUs and GPs, AI and machine learning, server processors, FPGA accelerators and data centres.

**Qualcomm Incorporated**

* Qualcomm's Adreno GPU, integrated into Snapdragon processors, competes with Nvidia's Tegra GPUs in the mobile gaming market.

**5)Pfizer Inc.**

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| **Company** | **Market Value** | **Enterprise Value** |
| Pfizer Inc. | $193.37B | $214.54B |
| Johnson&Johnson | $386.62B | $404.98B |
| AstraZeneca PLC | $209.38B | $233.89B |
| Bristol-Myers Squibb Company | $127.06B | $157.60B |

**Johnson&Johnson**

* The company has a pharmaceutical division that develops drugs and vaccines like Pfizer.The company aim to bring innovative drugs to market.
* The company has a healthcare division, which produces over-the-counter medicines, skincare products and personal care items. Pfizer also has a healthcare division and produces pain relievers, vitamins and cold remedies.

**AstraZeneca Plc**

* Both companies have pharmaceutical divisions and are active in vaccine markets.
* Both offer cardio-vascular medications.
* Both companies compete to discover and develop innovative drugs and therapies.

**Bristol-Myers Squibb Company**

* Both companies have pharmaceutical divisions and are active in the cardiovascular medications market.
* Both companies offer treatment and therapy for different types of cancer.
* Both BMS and Pfizer have anticoagulant medications in their portfolios. For example, BMS has Eliquis (apixaban), while Pfizer has Xarelto (rivaroxaban).
* Both companies compete in providing new innovative drugs and therapies.

Reference

1. [Mercedes Just Beat Tesla to This Huge Milestone in the Race to Self-Driving Cars - TheStreet](https://www.thestreet.com/retail/mercedes-just-beat-tesla-to-this-huge-milestone-in-the-race-to-self-driving-cars)
2. [From Ford to GM: Who Are Tesla's Biggest Competitors & Rivals? | CMC Markets | CMC Markets](https://www.cmcmarkets.com/en/news-and-analysis/who-are-teslas-competitors-rivals#:~:text=The%20F%2D150%20Lightning%20combined,Ford%20has%20decades%20of%20experience.)