

# PEER COMPARISON ANALYSIS FOR SELECTED MAJOR CORPORATIONS

To suggest peers for each company and justify why they are suitable peers, we can look at various factors such as industry, market segment, competition, and similar business models. Here are the suggestions and justifications:

## **Marriott International Inc.**

1. **Hilton Worldwide Holdings Inc.**
  - Operates in the same hospitality industry.
  - Similar business model with a focus on hotel management and franchising.
  - Competes directly in the global hotel market.
2. **Hyatt Hotels Corporation**
  - Operates in the luxury hotel segment similar to Marriott.
  - Focus on high-end, full-service hotels and resorts.
  - Similar geographic presence and market strategy.
3. **InterContinental Hotels Group PLC (IHG)**
  - Competes in the same industry with a broad portfolio of hotel brands.
  - Similar global presence and business model focused on franchising and management.

## **Tesla Inc.**

1. **General Motors Company (GM)**
  - Competes in the electric vehicle (EV) market with its Chevrolet Bolt and other models.
  - Major player in the automotive industry with a growing focus on EVs.
  - Similar advancements in autonomous driving technology.
2. **Ford Motor Company**
  - Active in the EV market with its Mustang Mach-E and F-150 Lightning.
  - Comparable scale and market presence in the automotive sector.
  - Significant investment in electric and autonomous vehicle technology.
3. **NIO Inc.**
  - Direct competitor in the EV market, particularly in China.
  - Similar focus on high-performance electric vehicles and autonomous driving.
  - Competes for the same market segments and consumer base.

## **Netflix Inc.**

1. **Amazon Prime Video**
  - Direct competitor in the streaming video market.
  - Similar business model offering subscription-based streaming services.
  - Competes for original content and subscriber base.
2. **Hulu**
  - Competes in the same industry offering a mix of live TV, original content, and on-demand streaming.

- Similar target audience and subscription model.
- Focus on producing exclusive and original content.
- 3. **Disney+**
  - Major competitor in the streaming industry with a strong content library.
  - Similar business model with a subscription-based service.
  - Competes for viewers and original content.

## **Nvidia Corporation**

1. **Advanced Micro Devices Inc. (AMD)**
  - Direct competitor in the graphics processing unit (GPU) market.
  - Similar business model focused on designing GPUs and CPUs.
  - Competes in both consumer and enterprise segments.
2. **Intel Corporation**
  - Competes in the semiconductor industry with a focus on CPUs and integrated graphics.
  - Significant overlap in markets for data centers, gaming, and AI.
  - Major player in the tech industry with similar innovation goals.
3. **Qualcomm Inc.**
  - Competes in the semiconductor market with a focus on mobile and IoT devices.
  - Similar technological advancements in AI and machine learning.
  - Overlap in market segments for computing and connectivity solutions.

## **Pfizer Inc.**

1. **Johnson & Johnson**
  - Competes in the pharmaceutical and biotech industry.
  - Similar product lines including vaccines, biologics, and consumer health products.
  - Large global presence and focus on R&D.
2. **Merck & Co., Inc.**
  - Direct competitor in pharmaceuticals, particularly in vaccines and oncology.
  - Similar focus on innovative drug development and global market reach.
  - Competes for market share in various therapeutic areas.
3. **Novartis AG**
  - Competes in the global pharmaceutical market with a broad product portfolio.
  - Similar focus on innovative medicines and biotech solutions.
  - Large investment in R&D and comparable market segments.

These suggestions are based on industry relevance, business models, competitive landscape, and market presence. Each peer shares similar operational characteristics and competes directly with the primary company in their respective markets.