Marriot inc

* Hilton is big, but Marriott is 35% bigger than its closest U.S competitor
	+ One of the major global hotel chains, offering a wide range of brands across various market segments, including luxury, full service and select-service hotels
* Hyatt – whilst a lot smaller but offers generous perks
	+ Competes against the Marriot in the luxury and upper-upscale segments with brands like Park Hyatt and Grand Hyatt
	+ Both use a earning points membership. Hyatt has a better hotel loyalty programs
	+ Marriot has larger services chain and strong reputation
* InterContinental Hotels Group (IHG)
	+ Significant competitor, operating brands such as InterContinental, Holiday Inn and Crowne Plaza
	+ Similar to Marriot, IHG has a diverse portfolio of hotels that caters to different types of travellers

Tesla

* All are challenging Tesla, although they have a large market share – this is decreasing
* Ford – investing $22 billion through 2025 to pursue vehicle electrification (the mustang, the F-150 lightning pickup and E-transit
	+ One of fords target markets is commercial vans and pickup, aiming to deliver the benefits of electric cars via an accessible price point and low cost of ownership – challenging Tesla’s high prices
* General motors – committed to all-electric future
	+ Investing $35 billion in EV and autonomous vehicles through 25 – this can challenge Tesla as they are not a dominant player in the EV market
	+ There ultium battery packs cost almost 40% less than those in Chevy’s Bolt EV
* Volkswagen
	+ Estimated that 50% of its U.S sales by 2030 will be EVs.
	+ Planning to produce 1.5 million electric vehicles by 2025 to help buyers meet the EU’s expected emission targets
	+ Looking to challenge Tesla

Netflix

* All stream online on a subscription based platform

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

* + Subscription video on demand and over-the-top streaming service that is offered alone or as a package deal
	+ Named the third-largest library of movies and TV shows among streaming services
	+ Available in over 200 countries
	+ Challenging Netflix as it has started to produce its own original films
	+ Prime Video is a package deal that comes as one of the perks of an amazon prime subscription
	+ Can subscribe to other channels, saving people time
* Hulu
	+ Unlike Netflix, Hulu offers a selection of current TV shows that can be streamed as soon as the day they air – biggest advantage
	+ Offers a range of add-ons, such as HBO, Cinemax and Showtime – 4th largest library of movies and tv shows among streaming services
	+ Same as Netflix as it offers the ability for users to create multiple user profiles. However unlike Netflix you can add premium channels like HBO
* Disney +
	+ Despite being relatively new, it is a recognised as one of the leading services in the streaming industry and a stiff competitor of Netflix
	+ 161 million users, however available in less countries (60)
	+ GroupWatch feature allowing users to watch with friends and family remotely
	+ It is the most affordable, being $7.99 a month
	+ It has a vast variety of Disney owned movies and tv shows – making it a great option for parents with children

Nvidia

Cisco - Operating model is different (not semiconductor manufacturing).The main competitor for Nvidia is AMD and Qualcomm who produce high speed graphics processing units specifically for gaming can also consider Taiwan Semiconductor or Broadcom instead

* + Although valued a lot smaller at $188.2b compared to Nvidia (1.2 trillion)
	+ Efforts to diversify into video conferencing, security and services have had some success
	+ However Nvidia looking a lot more promising an
* AMD (advanced micro devices)
	+ Major competitor to Nvidia
	+ Particularly in the discrete GPU market
	+ AMD’s Radeon graphics cards compete with Nvidia GeForce card
* Intel
	+ While traditionally known for its CPUs, it has been expanding into the GPU market
	+ Aiming to compete with Nvidia in various segments including gaming and data centres
	+ Launched its own line of graphics chips – that can find their way into windows laptops and desktops which are the go to for gamers

Pfizer Inc

* Johnson and Johnson
	+ Diversified healthcare company that competes with Pfizer across various segments, including Pharmaceuticals, medical devices and health care products
	+ Having a market cap of $397.5 billion and creating a revenue of $7.9 billion in 2022 from its top drug
	+ Despite not generating as much revenue from its pharmaceuticals, its market cap and total revenue make it a rival
* Novo Nordisk
	+ The Norwegian pharmaceutical manufacturer focuses on treating diabetes, obesity and other serious chronic diseases
	+ The company isn’t as diverse as Pfizer however its strategy centres around a fast-growing product in Wegovy could make up for that
	+ Launching into new markets (UK and Germany). The sales of Wegovy are soaring (367%) through the first half of the year, however that’s still scratching the surface of the drugs potential
	+ For growth investors, this is the better buy
* Eli Lilly and CO
	+ Huge market capitalisation of $319.45 billion
	+ Focus is on discovering, developing, manufacturing and marketing human pharmaceutical products
	+ Top selling drug in 2022 was Trulicity which is used to treat type 2 diabetes and reduce the risk of significant adverse cardiovascular events
	+ Mounjaro could generate $68 billion in annual revenue at its peak – it could be more promising than Wegovy as patients have lost more weight