

# How to Research Companies

Employers are always interested in what you have learned about their company and why you want to work for them. It's so important to go into each interview knowing as much as you can about each company.

When you arrive for a job interview, the better prepared you are with your company research the better your chances of success. If the first question an employer asks you is "what do you know about our company" .... and you have not done your research you will miss the opportunity to show your initiative and enthusiasm.

The most important job interview information you need to know is this: "Failure to prepare is preparing to fail" (Benjamin Franklin).

## **WHY SHOULD YOU CONDUCT COMPANY RESEARCH?**

- The most important reason to research the company and the job opportunity before the interview so you can show the interviewer how your skills and abilities meet both the job requirements and the company needs.
- To demonstrate that you are the right candidate – you can use your research to tailor your answers by making them relevant and appropriate.
- By doing your homework, the employer will see that you have taken the time to find out about the job and the company

## **WHAT CAN YOU FIND OUT BEFORE THE INTERVIEW?**

- Brief company history such as when the company was established, the shareholders, expansion plans and mergers
- Basic facts such as size, organizational structure, locations, subsidiaries, holding company, key people
- Type of products and services the company offers
- Research who the major competitors are in the industry
- Who are their customers and target market; what % of the market share
- Find out who are their suppliers are
- Company culture including: mission, vision, values and policies
- Any news such as acquisitions, expansions, new products, management changes, challenges etc.

# How to research companies continued...

## **WHERE CAN YOU FIND INFORMATION**

- The single best resource is the company's website; go to your favorite search engine and type in the company name; scroll through all the information and makes notes
- Read sections including: media releases, staff biographies
- Look specifically for information on corporate culture, upcoming opportunities and challenges the company is facing
- Search the company website for details about the position you are being interviewed for; try to find out information about the particular department and staff who work there
- Try to find information about the interviewer on the company website
- If the company does not have its own website, you can try typing in the company name and use different search engines such as: [www.businessweek.com](http://www.businessweek.com)
- LinkedIn is a professional social network site where you can find information about companies and individuals.