Why is company research important?

- Allows you to identify key companies in your intended profession, industry and/or geographic region
- Demonstrating interest and enthusiasm for a company and/or position is highly valued by employers
- Makes it easier to articulate how your experience and skills contribute to the company
- Gives you a competitive edge over other candidates

When should you conduct company research?

There are three critical times to conduct company research:

- When you are searching for an internship or job
- When you apply to a particular position – i.e. tailor your resume and cover letter to each employer
- When you are invited to interview for a particular position.

What should you research?

- Company mission, values and goals
- Products and services; new products or projects
- Key people in the organization (owners, executives, and board members)
- Size and number of employees
- Major clients
- Growth Patterns
- Company’s industry information
- Public image and reputation
- History and age
- Organizational structure (divisions or subsidiaries)
- Locations (main and branch; local, national, or international)
- Publicly or privately held
- Key competitors
- Key financial statistics
- Rank in the industry
- Any additional information about the company

Where can I find information about a company?

- Company website
- Government offices
- National and local newspapers
- Press releases
- Business journals and magazines
- Chamber of commerce
- Networking with company employees
- Campus library or public library
- Directories
- Company news
- Professional journals
- Industry journals
- Better business bureau
- Professional networking sites (ex: LinkedIn)