

Company Research Guide

1. What are the company's major products and services?

2. Who are the company's customers?

3. What is the company's mission statement or purpose? What do they value or believe in as an organization?

4. Who are the company's major competitors? How do they view the company?

5. How is the company viewed in the marketplace? Is it a profitable business or are they on the brink of bankruptcy?

6. Find out two of the company's recent success stories.

7. What are the company's potential problems?

8. Is the company publicly or privately owned? Is it independent or part of a larger organization?
9. What's the size of the company (big, small)? Are they hiring? Have they recently laid off workers?
10. What is the employee turnover rate? Do people work in teams or alone?
11. What's the corporate culture (work environment) like? Is it traditional or more relaxed?
12. Where is the company located? If there is more than one branch, where is the company's headquarters? Where are the other branches located?
13. Why is the position open? Was it newly created? Why did the last person leave?
14. What are the duties and expectations associated with the job?