

# Company Research

RESOURCES INCLUDE:

Importance of Company Research

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Resources

Industry Research

Company Research

### Importance of Company Research

Preparing for an interview is more than pressing your suit and practicing your interview answers. Many students forget the most important part - researching the company. McCombs recruiters have stated that "those students who know in-depth information about the company move on to the second round, the others are cut." Company research is critical to helping you succeed in the interview! Through research you will be better prepared to answer interview questions and develop intelligent questions. You may also uncover information that tells you whether or not an industry and a company's culture are a good fit for you. It can be difficult to decipher which information is important -- below are some helpful hints for making an impact in your next interview.

### Topics to Research

#### The Company

- Products & Services
- Types of Customers
- History/Culture
- Company Leadership
- Acquisitions & Mergers
- Sales & Profit Trends

#### The Industry

- Company's Rank in Industry
- Principal Competitors
- Relative Performance
- Market Size

#### The Future

- Changes in Strategic Leadership
- Current Events
- New Products/Services
- Plans to Enter New Markets
- Other Recent News on Company/Industry

### Resources

Glassdoor.com (inside info from employees)

Google Alerts (Set for favorite companies)

LinkedIn Network(s)

O\*NET
(Occupational Outlook Guide)

BBA Career Services
Online Resources
(Vault, Reference USA, etc.)

Business Information Center (through PCL resources)

Alumni

**Industry Magazines** 

**Biz Journals** 

Company Web sites

## Resources Cont'd.

Reference USA: Allows students to create and download company lists customized to certain areas and industries that students are interested in. Great for job seekers who would like to organize companies by locations/cities where they want to work.

Business Information Center: A database of databases. Includes ratings of databases and articles based on student's needs and areas of company research for certain industries. Also has access to business research and academic tutorials.

BizJournals: For students who want to update their knowledge about current business news in certain regions/cities through news and journal articles. Also provides access to multiple cities' Book of Lists.

The Wall Street Journal: Online news articles based on career industries for students to get current information on certain companies and fields.

Vault Career Insider: Allows students to research in-depth about company profiles and rankings. Includes blogs, articles, forums, and a job board to help match students with employers and recruiters.

#### How to access the web sites:

- 1. Go to www.mccombs.utexas.edu
- 2. Click on the top bar link MOR (http://acsprod.mccombs.utexas.edu/MOR/)
- 3. Log in as a student using your UT EID
- 4. Tab over to Career Services
- 5. Under the Company Research section you'll find links to the rest of the company resources

### Industry Research: Questions to Consider

- What do businesses in this industry do?
- What are the products or services offered by this industry?
- What are the different sectors of business in this industry (public, private, etc)?
- What is the purpose of this industry?
- Is there a specific location that is booming for this industry?
- Who are the major players for the industry? Where are they located?
- Are there any emerging companies?
- What new trends, products, or technologies are emerging?
- What characteristics or skills are desired in potential candidates in this industry?
- What does it take to be successful in this industry?

#### Be immersed in:

Industry jargon

Current news and events

Industry trends

the industry

### Company Research: Questions to Consider

In addition to independent research you can learn more by attending company information sessions and conducting informational interviews. Below are questions you should be prepared to answer in any interview.

- General company information: founding, headquarters, size, competitors, stock information, product information
- What is the history of the company?
- Who are the main leaders for this company? Any recent changes?
- What is the company business and how is it structured? What are the various departments and what does each do?
- What products or services are offered by this company? Which are the best-sellers? Your favorite? Any major product/ service changes coming up?
- What are the innovative ideas coming from this company?
- Why do you want to work for them? What impresses you about them?
- What makes this company different from the others?
- What is the office culture like in this company?

Major changes that may affect