

Company Research

RESOURCES INCLUDE:

Importance of Company Research

Topics to Research

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 potential employers by locations.

Business Information Center: A database of databases. Includes ratings of databases and articles based on student 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 conduct in-depth research on industries and companies. Vault provides access to downloadable career guides, employer profiles and rankings, discussion boards, industry blogs and a job board to help match students with employers and recruiters.

How to access the web sites listed above:

- 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

Major changes that may affect the industry

Company Research: Questions to Consider

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

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