


Researching a company: **Recipe sheet**

Background	
Name of company	Include any other names the company has operated under
Year founded	Include founder if known
Main location and other areas of operation	Include address of Head Office
Web Address	Include main address and recruitment address
Outline of main business	How company sells? (e.g. online, stores, phone) What is their main industry? What product do they deal with? What is the company's current global position?
Company vision or mission statement	This is usually located on the company website
Size	
Number of employees	
Number of stores or premises etc.	
Financial data	
Latest recorded revenue	Is this an increase or decrease from previous year?
Size of market area	Consumer expenditure in this area
Top competitors	You may want to do a peer analysis of their top competitors
SWOT analysis	
Strengths	Weaknesses
Include details of the strengths of the company	Include details of the weaknesses of the company
Opportunities	Threats
Include details of opportunities the company has	Include details of threats that face the company
Communications	
Press coverage	Recent coverage in newspapers – what are the important articles and headlines for this organisation?
Awards	Has this organisation won any awards for its training, website or products, etc.?

The Job

<p>Sector developments</p>	<p>https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors</p> <p>Research the sector you are applying to in detail. What training and career development is available? What are the issues and trends in this profession or industry? What impact will economic & technological changes have? What skills are likely to be needed now and in the future?</p> 
<p>Finding an employer that is right for you</p>	<p>You need to show commercial awareness; How does an employer operate? What are their ethical values?</p>
<p>Any specific job-related skills or experience needed?</p>	<p>Do I have what the employer is looking for? Look at case studies and profiles from current recruits. Visit the Graduate Fairs/ presentations and ask the recruiters what they are looking for – Network.</p>
<p>Company Culture</p>	<p>How does this employer like to see itself? What are its core values? What are its policies relating to equal opportunities, flexible working...?</p>
<p>Selection processes</p>	<p>What are the selection processes? What happens after the application? Tests? Telephone interview? Assessment centre?</p>
<p>Understanding the job</p>	<p>What will the typical duties be? What is the work environment like?</p>
<p>What can I offer this employer?</p>	<p>What evidence can I offer to address all the skills and experience which the employer is looking for? What can I do to make my application and interview stand out? Can I visit the employer's site/store/location as part of my research? (Some employers expect you to do this!)</p>
<p>Interview Questions</p>	<p>What am I likely to be asked? Can I find out what others interviewed by the company have been asked? From my research, what questions do I want to ask the employer? What are the opportunities for progression and career development?</p>

Content developed in conjunction with MMU's Careers and Employability Service.



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