

Employer Research Worksheet

Name of Company: _____

Industry: _____

Type of Organization (Public, Private, Non-profit, etc.) _____

Location(s): _____

Size of
Company/Organization: _____

1. How long has the company been in business?

2. What is the company's mission statement?

3. What product(s) or service(s) does the company make, sell, provide?

a. Product line description:

4. Who are the company's clients?

5. Are there different units, or divisions within the company? What are they, and what does each specialize in?

6. Annual revenues, profits (if publicly held company)?

7. What is the breaking news in the industry?

8. Who is your company's competition?

9. List three current events related to the company. **a.**
10. What is the overall reputation of the company?
11. What is the company's history? Founder? CEO?
12. What market(s) does the company advertise/market/sell to?
13. How does the company market its product(s)/service(s) to customers and potential customers?
14. What are the dominant trends in the industry the company serves?
15. How does the company differentiate its product(s)/Service(s) from its competition?
16. What type of qualifications is needed to work for this company?
17. Is there an organizational chart available, or are you able to draw one?
18. Is there a training program? If so, describe.
19. What is the earning potential at this company? Is there room for upward mobility?
20. Does the company have any international/foreign operations?