

# CONDUCTING EMPLOYER RESEARCH

---

---

Once you have identified some employers that you want to work for and are in the process of applying for jobs, you should also start “researching” those employers. This research takes place at two levels: **Basic** and **In-depth**. Use the “Employer Research Worksheet” to record the information you gather.

## Basic

Before you even apply for a job, it is advisable that you collect information on the company’s

- Major lines of business and main products/services
- History and reputation in the industry
- Culture, mission, vision, values, goals

*Why should you know this information even before applying?*

First, it may help determine whether this is a company you are even interested in working for. Secondly, it is not unusual for recruiters, on the initial call to the applicant, to “quiz” them on what they know about the company to see whether the applicant is serious and did his/her homework. Sometimes this call can come within 24 hours of submitting your application, so you need to be ready!

## In-depth

To be prepared for the interview process, in addition to the “basic” research you have already conducted, you should at the very least be knowledgeable of the company’s

- Competitors and customers
- Performance (revenues, market share, awards/recognitions, industry ranking, etc.)
- Size (annual sales, number of employees, number of locations, etc.)
- Corporate executives, officers, and leaders

Much of this information can be found on the company’s website in the “About Us” section. You should also be familiar with any press releases or articles in the newspaper or magazines about the company. This may be available on the company website, or you may want to use some of the resources available through the FGCU Library.

**Research Tip:** All the information on a company website is provided by the employer. If you need to obtain objective information provided by a third-party, you should use the resources available in the FGCU Library, like “Hoovers Company Records.” This is especially important when you are interviewing for an executive-level position.

*When do I use the information I have collected?*

Remember, every question you are asked during the interview is an opportunity to *sell yourself*. Therefore, when you are asked what you know about the company, do more than just recite facts and data. Use your knowledge to link your qualifications to their needs. Here are a few examples:

*“I noticed on your website that you have plans to open a new sales office in Orlando. I grew up in Orlando and am very familiar with the city and have numerous connections, which will enable me to help you with that expansion.”*

*“I read in an article in a local business magazine that your company’s top priority is enhancing your customer service. After spending three years working for one of the top hotels in the area, I have developed exceptional customer relations skills, which will enable me to help you reach your goal.”*

# CONDUCTING EMPLOYER RESEARCH

---

---

Name of Company: \_\_\_\_\_ Website: \_\_\_\_\_

Company Overview (products/services; brands; number of employees; locations; market share; sales/revenue)

---

---

---

Company History

---

---

Company Mission, Vision, Values, Goals

---

---

Corporate Culture

---

---

Reputation in the industry; Awards and recognitions received

---

---

Future plans for growth/expansion/or new products/services

---

---

Recent articles in the news about the company

---

---

Strengths/weaknesses/challenges/opportunities

---

---

Biographical information about leadership team

---

---

Other

---

---