

COMPANY RESEARCH



Directions: Use these questions to guide your research about different companies that you are interested in. Make a copy of the template for each company and take notes about each of the following questions and any additional information that is helpful or interesting to you. land you an interview.

Name of Company: _____

Industry: _____

Type of organization (Public, Private, Nonprofit, etc.): _____

Location(s): _____

Size of Company / Organization: _____

Company website: _____

Company social media accounts:

- LinkedIn: _____
- Twitter: _____
- Facebook: _____
- Instagram: _____
- Other: _____

How long has the company been in business? What are some highlights from their history?

What is the company's mission statement?

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



Who are this company's customers or clients?

Are there different units or divisions of the company? What are they and what does each one specialize in?

List three recent headlines or news stories about this company and your source for each.

- 1) _____
- 2) _____
- 3) _____



What are two questions you would ask this company based on what you saw in the news?

List three top competitors of the company.

1) _____

2) _____

3) _____

What type of qualifications are needed to work for this company?

What else do you want to know about this company? Where will you find the information you're looking for?

