

## Researching a company: **Recipe sheet**

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

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



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