

Company Research Guide

1. What are the company's major services?
2. Who are the company's customers?
3. What is the company's mission statement or purpose?
4. Who are the company's major competitors? How do they view the company?
5. How is the company viewed in the marketplace? Is it a well-respected leader in its industry?
6. Find out two of the company's recent success stories.
7. Where is the company located? If there is more than one branch, where is the company's headquarters? Where are the other branches located?
8. Is the company publicly or privately owned? Is it independent or part of a larger organization?
9. What is the employee turnover rate?
10. What's the corporate culture (work environment) like? Is it traditional or more relaxed?