



EMPLOYER RESEARCH OUTLINE

UGA Career Center

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www.uga.edu/career

- Your best information will come from current and former employees from a company
- Published information about many organizations can be found at the Career Center Library, The University of Georgia Main Library, and the local public libraries. Look for publications such as: company annual reports; Dunn & Bradstreet's Million Dollar Directory; and Standard & Poor's Corporation Records.
- The UGA Main Library has great electronic resources through Galileo that hold a wealth of recent information and articles about many of the companies in America and internationally. The best way to search for company information is to click on "research central", the fourth option down on the Library Main Page (www.libs.uga.edu). Then, select "Business and Economics" and choose "company information". The site gives a list of the best electronic databases to use when researching company information.
- The company's website is also an excellent source of current info.

Part I: Understanding the Organization

Financial Information: Organization structure, profit vs. non-profit, funding sources. What is total revenue? What are their sales trends? What part of this organization is growing?

Key Personnel: Who is their President, CEO? Do they have any Georgia Alumni? Any recent additions to their management team?

History / Mission / Goals: How old are they? What major events shape their history? Where are their headquarters?

Products/Services: What new products or services are being developed? Who are the primary users of these products/services? In what sector of the market are they utilized?

Marketing Strategy: What key brand names do they own? What forms of advertising are used? Are there new initiatives? Where is their product/service sold, distributed, placed against the competition?

Key Clients: Who are they? What important service or product do they supply? Is this company targeting new clients?

Major Competitors: Who are they? How do they compete? Do they have more market share?

Major Trends/Current Events in this Industry: What is the effect of government regulations? New competitors? Technology? Globalization? Latest news reports on the company or on the local or national news that affect the company?

Part II: Understanding the Position

Recruiting Profile/Company Culture: How do they describe themselves? How do they describe the type of person they are looking for? Who do they highlight in the brochure? Where do they recruit? Locations other than your community?

Position Description: Where does this position fit into this organization? What do they want the person in this position to contribute?

Part III: Pulling it all together

How do you fit their profile: What real life examples from your resume demonstrate how your background matches what they are seeking?

How can you help them achieve their goals: What are the key things they want? What are the key things you bring? Find a way to make those match!

For additional information: Attend the Effective Interviewing Skills seminar, make an appointment with your Career Consultant, or check out the Career Center Library for further resources on employer research.