# How to Research Companies

**Start with the company website**
- This is usually the single best resource
- Scroll through the entire website
- Note details you can use to develop good interview questions and prepare relevant answers to interview questions
- If the company does not have a website, use the internet to research the company; look for news articles or press releases

**Go to competitor websites**
- Get information on developments in the company's industry or sector
- Make notes on any big changes in the industry

**Online Resources**
- Find articles in business publications and industry trade magazines
- Utilize LinkedIn to access company and industry groups and to research current employees

**Company research checklist**
- Company size
- Length of time the company has been established
- Company's products and services
- Target market, market share, and main competitors
- Company mission, vision, and value statements
- Current special projects, new developments, and events
- Strategic goals and plans
- Financial status
- Organizational structure
- Community involvement
- Industry information
- Any information about the person interviewing you

Sources: wikihow.com/Research-the-Company-Before-Your-Job-Interview
best-job-interview.com/preparing-for-interviews.html



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