

Take Charge of Your Job Search: Research the Company

Why is it important to research each job opportunity?

- Find out if the job advertisement and the company that offers it is legitimate
- Find information to help you determine whether the company or job is a good fit for you
- Find data to help you write targeted resumes and cover letters
- Find facts to help you answer interview questions such as: Why do you want to work for this company?

Research the Job and Company

Visit the company web site. If the company in question doesn't have a web site or the web site doesn't seem to match the advertised job, there may be cause for concern. Note the professionalism of the web site. Is there specific contact information? Are jobs and career information actually posted on the site? Lack of pertinent information is a red flag.

Find Company Profiles and News Articles

www.Hoovers.com -a premiere reference directory
www.Vault.com -UD students have access through Blue Hen Jobs
www.Wetfeet.com -insights into various companies
www.Businessweek.com
www.Bloomberg.com

University of Delaware Library Resources:

The University of Delaware Library subscribes to numerous databases that provide detailed information such as company profiles, industry reports, and news. Before an interview, it can be helpful to explore some of the following resources to gain an in-depth sense of a company's strategic directions, and its place within an overall industry:

- [Business & Company Resource Center](#): For company profiles and industry overviews
- [Mergent Online](#): For companies' annual reports
- [LexisNexis Academic](#): For global and local news as well as company profiles

Other useful databases include-- [ABI/inform](#), [Business Source Premier](#) and [Regional Business News](#).

Need help? Visit a librarian at the reference desk or through one of the library's [Virtual Reference Services](#).

Create a SWOT Analysis

In researching a company prepare a SWOT assessment of each company to determine the strengths (S), weaknesses (W), opportunities (O), and threats(T) as it relates to the employer. The SWOT assessment will help you communicate with confidence your knowledge of the company, its products and competitors. Below is an example of a SWOT assessment for the Boeing Company.

SAMPLE SWOT ANALYSIS

Boeing S.W.O.T. Analysis

S

- Excellent employee benefits package
- Large company, with a proven survival history, provides job security
- Opportunity for advancement through promotion
- Has a large helicopter operation in nearby Ridley Park, Pennsylvania
- Many current engineers are near retirement age, which will soon create many technical job openings

W

- Extremely large company which makes it very hard to ascend to the top
- High barriers to entry, which often require that candidates have an inside contact

O

- Company relies heavily on government contracts
- Aerospace technology will be a necessity as humanity reaches further into space travel
- Growing economies in Asia will require aircraft as economic growth spurs the need for transportation
- Military aircraft production will continue because of demands generated by the war on terrorism

T

- Aircraft have a long life and it can be decades between private airline orders
- Increasing competition from the ever-expanding French company: Airbus
- Declining political support for military action overseas may cancel orders MBA