

# PRE-INTERVIEW RESEARCH CHECKLIST

Career Services



## RESOURCES (KRESGE & ONLINE)

Industry	Company	News	Geographic	Online
<ul style="list-style-type: none"><li>• Vault</li><li>• IBIS World</li><li>• Standard &amp; Poors</li><li>• Marketline</li><li>• MINTEL</li></ul>	<ul style="list-style-type: none"><li>• Vault</li><li>• One Source</li><li>• Lexis-Nexis</li><li>• Thomson Research Analyst Reports</li></ul>	<ul style="list-style-type: none"><li>• Factiva</li><li>• Lexis-Nexis</li><li>• MINTEL</li></ul>	<ul style="list-style-type: none"><li>• One Source (build a list feature)</li></ul>	<ul style="list-style-type: none"><li>• Company Websites</li><li>• Google</li></ul>

## WHAT YOU SHOULD KNOW (JOB)

- ☐ Hiring criteria
- ☐ Job responsibilities
- ☐ Reason(s) employer is hiring
- ☐ Major challenges you'll face
- ☐ Performance evaluation criteria
- ☐ Opportunities for development and advancement
- ☐ Work environment

## WHAT YOU SHOULD KNOW (COMPANY / BUSINESS UNIT)

- ☐ Major products and services
- ☐ Business model and competitive advantage
- ☐ History and major accomplishments
- ☐ Current opportunities and threats
- ☐ Key competitors and their strengths and weaknesses
- ☐ What the company is saying about itself now
- ☐ Top 3 news items about the company within the last year
- ☐ Cultural attributes
- ☐ Names and background of key executives

## WHAT YOU SHOULD KNOW (INDUSTRY)

- ☐ Major trends affecting the industry
- ☐ Top 5 news items for the industry for the last year
- ☐ Top 5-10 companies in the industry and how they rank