

Interview Preparation: Company Research

Goals:

- Understand what the company values to demonstrate how you can provide value to that company
- Have context for general conversation during interviews
 - Better understand culture and tech stack as aligned to business need
 - Be able to ask questions intelligently
 - Demonstrate interest in company through knowledge/questions
- Evaluate the stability of a role at the company

What to know:

- **Product** – (software, platform, project, consulting, analytics, or other)
 - **Value proposition** – what problem are they solving for the customers?
 - **Revenue** – what makes the company money? (advertising, freemium model, platform model)
 - **Industry** and **competitors** - understanding where the company stands in relation to others
- **Clients** versus **users** and which will be **your customer** – who pays and what are they paying for?
- Significant **recent news** – product launches, funding rounds, leadership changes
- **Job postings** – what positions are they hiring for and where would you fit/provide value (and what positions might you get promoted to)?

Full Ross Career Services on pre-company research attached.

PRE-INTERVIEW RESEARCH CHECKLIST

Career Services



RESOURCES (KRESGE & ONLINE)

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

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

PRE-INTERVIEW RESEARCH WORKSHEET



KRESGE RESOURCES

Industry	Company	News & Research	Geographic	Other References
<ul style="list-style-type: none"> - IBIS World - Standard & Poor's - Marketline - Business Monitor - Vault & WetFeet 	<ul style="list-style-type: none"> - One Source - ORBIS - MERGENT - Vault & WetFeet 	<ul style="list-style-type: none"> - ABI/Inform - Factiva - Business Source Complete - Lexis Nexis - Thomson One 	<ul style="list-style-type: none"> - Career Search - One Source (Build a List feature) 	<ul style="list-style-type: none"> - Company Websites - One Source Annual Reports

WHAT YOU SHOULD KNOW (INDUSTRY)

- Three Major trends affecting the industry
(Trends that are opportunities)

(Trends that are risks)

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- The Top 5 news items for the industry within the last year

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- The top 5 to 10 companies in the industry and how they rank

RESOURCES

- Vault
- WetFeet
- OneSource (by company)
- Marketline
- IBIS World
- Standard & Poor's Net Advantage
- Business Monitor

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- ABI/Inform
 - Factiva
 - Business Source Complete
 - Lexis Nexis
 - IBIS World
 - Business Monitor

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- Vault
 - WetFeet
 - Marketline
 - IBIS World
 - Business Monitor

Contact Kresge_library@umich.edu for Research help

PRE-INTERVIEW RESEARCH (CONTINUED)



WHAT YOU SHOULD KNOW (COMPANY/ BUSINESS UNIT)

•Major products and services the company provides

•The business model and competitive advantage of the company

•Major opportunities and risks the company faces

(Opportunities)

(Risks)

•Background on the major competitors

•What the company is saying about itself now

•The top 3 news items for the company within the last year

• Other Information

(company history and its main accomplishments to date)

(names and background of key officers)

Information on Corporate Social Responsibility

RESOURCES

- Company website
- Annual report (Mergent)
- Vault
- WetFeet
- Marketline
- One Source
- ORBIS
- Factiva
- ABI/Inform
- Business Source Complete

- Marketline
- Vault
- WetFeet
- IBIS World

- Company website
- Annual report (Mergent)
- Thomson One

- Factiva
- Lexis Nexis
- ABI/Inform
- Business Source Complete

- Company website
- One Source
- Business Insights

- Innovest iRatings