1. What does the company do?
2. Who are its promoters? What are their backgrounds?
3. What do they manufacture (in case it is a manufacturing company)?
4. How many plants do they have and where are they located?
5. Are they running the plant in full capacity?
6. What kind of raw material is required?
7. Who are the company’s clients or end users?
8. Who are their competitors?
9. Who are the major shareholders of the company?
10. Do they plan to launch any new products?
11. Do they plan to expand to different countries?
12. What is the revenue mix? Which product sells the most?
13. Do they operate under a heavy regulatory environment?
14. Who are their bankers, auditors?
15. How many employees do they have? Does the company have labor issues?
16. What are the entry barriers for new participants to enter the industry?
17. Is the company manufacturing products that can be easily replicated in a country with cheap labor?
18. Does the company have too many subsidiaries?