Target company research will help you focus your energies and showcase yourself as the ideal fit for your preferred company. It will also assist you with:

1. Making adjustments to your resume and LinkedIn profile as necessary to attract your preferred companies.
2. Writing a cover letter that connects!
3. Allowing the interviewer by allowing them more time to assess your qualifications/fit and less time answering your questions or explaining the company
4. Creating comfortable networking conversations. You’ll have an idea how to speak to what you’d like to do after graduation and where you’d ideally like to work.

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| When researching a target company, approach your work from these two perspectives:   * Someone interested in the company who wants to understand how they hire young professionals and for what positions and responsibilities * Someone who has an interview arranged and wants to best prepare for that interview   Where to find target companies:   * Companies that come to campus to recruit (HuskyCareer link, UCONN calendar) * Companies in your industry of choice * Companies you follow or where you know people (Twitter and LINKEDIN) * HBJ “Book of Lists”- (business news in most majors cities) * Job searching on sites such as Indeed.com: <http://www.indeed.com/> * Companies in your “Industry and Geographic Location Bucket” * Companies where our alumni have been successful (LINKEDIN Alumni)   Places to research companies: **VIDEO Instructions on MERGENT**   * **Mergent Database** - Access through the Library Business databases: Please see our class library guide located under BUSINESS- <https://guides.lib.uconn.edu/?b=s> * **The Vault:** [**https://access.vault.com/career-insider-login.aspx?aid=256389**](https://access.vault.com/career-insider-login.aspx?aid=256389) * **Glassdoor:** [**http://www.glassdoor.com/index.htm**](http://www.glassdoor.com/index.htm) |
| Target Company research is an essential element for a successful job search. While researching companies may be time-consuming, it is the most important activity for job search. Take a look at the attached career fair lists of companies that have previously recruited at UCONN. Which one’s interest you? These companies, given their relationship with the university and history of hiring students like yourself, would be great target companies for your research. What can you learn about these companies that will help you put your best self forward when you interview?  Gather as much information as you can.  Select four (yes 4!) companies you are interested in (these can be ANY companies you're interested in, not only the ones who have previously recruited at UCONN), research appropriately, and fill in the information needed using the attached Target Companies Dissected Word doc template as your guide. **You'll create a separate page for each of your four selected companies**  Please feel free to add your categories for additional information you find about the company or as it relates to your relevant skills and interests. EVENTUALLY this will be the start of your JOB SEARCH **spread sheet.**  This exercise service as a practice to how you will keep track of your applications, follow up and targets for both your reactive and proactive job search activity.  Don't know where to start? Use the attached document "Target Company Research Assignment Overview" for reference and suggested questions and information to look for.    You may NOT have all of the information as of yet - such as recruitment 2020 dates; however, key resources are the company websites, the UCONN Career Center website, Career fair or EXPO; Career Tuesdays lists, HANSHAKE link, and the RESEARCH sheets provided here.  You are expected to have FOUR companies FULLY completed to your best ability to receive full credit. |
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**Questions to think about….**

* Is the company publicly or privately owned?
* What are the sales of the company the last two years? Are sales increasing or decreasing? Why or why not? How does this compare to industry activity?
* What does current press on the company indicate about it?
* Does the product or service appeal to you as a customer?
* What is the typical first assignment in the company for an entry-level employee? Do they have internships for current college students?
* If there is a rotational program, how long are rotations and how many? What are some common assignments during the rotations?
* Do many UCONN alumni work there?
* Does the company recruit and/or source top talent at UCONN?
* Has the company hired any UCONN graduates/candidates recently?
* Is it possible to get a foreign assignment or international experience?
* Will you have the opportunity to travel for business? What percentage of you time will be spent traveling? Is the travel local, interstate, or international?
* How and when does the company recruit new candidates? Where do they recruit? (Via their website, career fairs, third-party recruiters, career fairs, on-campus interviews, phone screenings?)
* How many employees or locations do they have?
* What types of candidates are they seeking? What skills, qualifications and competencies do they list? In what ways do you fit this profile?
* Does it look like a place you’d want to work? What makes it seem a good fit for your skills and interests? Why are you a good fit for the culture of this company?