



# CAREER DEVELOPMENT CENTRE

## ASPER SCHOOL OF BUSINESS

## Do Your Research

**And you might just walk away from the interview with a job offer.**

One of the most common blunders during the interview process is spending little or no time researching the job or the organization. By researching the employer you will not only increase your confidence but you will also be able to develop intelligent questions for the employer. Recruiters use your knowledge of the organization to evaluate your interest, job – search savvy, initiative and desire to become a part of their profession.

### **Where to Begin?**

Whether you are seeking part-time, summer, full time employment or an internship you must start by doing your research.

1. The Drake Library (Albert D. Cohen Management Library)
2. The organization's website
3. Business Directories
4. Newspapers / Magazines (The CSC has both the Manitoba Business and Canadian Business magazines)
5. The Public Library

### **What to look for:**

1. What are the organization's products and/or services? Where, how and to who are they marketed?
2. What is the history of the organization? Future plans?
3. What is the organizations' past, present and predicted growth pattern?
4. How large is the organization? Is it international, franchised, etc.? Does it have branches, subsidiaries and/or divisions? How many people does it employ?
5. What are its latest products or developments? Is it on the "cutting edge" of technology?
6. What is the organization's reputation? For what is it best known?
7. How is the organization structured? Who are its key personnel?
8. What management philosophy does the organization follow?
9. Is it a unionized environment?

### **Websites:**

Mergent Online - <http://www.mergentonline.com.proxy1.lib.umanitoba.ca/>

Hoovers Online Company Research – [www.hoovers.com](http://www.hoovers.com)

MonsterBoard Company Research = <http://company.monster.ca/>

Strategis Canada Canadian Company Directory - [http://strategis.ic.gc.ca/sc\\_coinf/ccc/engdoc/homepage.html](http://strategis.ic.gc.ca/sc_coinf/ccc/engdoc/homepage.html)

Canadian Newswire – [www.newswire.ca](http://www.newswire.ca)

Wall Street Research Net – [www.wsrn.com](http://www.wsrn.com)