

Module 1: Company research

Student resource

Introduction

Demonstrating you have taken time to research a company before you apply for a job or start a work placement, shows the employer you are not only interested but can help you stand out from the crowd. Conducting research also helps you to be prepared and more confident entering or engaging with a company and strangers for the first time.

In completing this module you will:

- Learn how to search for company information to ensure you have sound knowledge
- Increase your confidence by formulating questions to ask the employer

Activity 1

Things to find out:

- | | | |
|---|--|------------------------------|
| ▪ Name of company | ▪ One site / multi-site / national / international | ▪ Structure |
| ▪ Location | ▪ Industry sector | ▪ Financial information |
| ▪ Type of work place e.g. office | ▪ Number of employees | ▪ Latest success / news |
| ▪ About the company e.g. mission statement etc. | ▪ Company history | ▪ Future plans / development |

Use this space to record your findings:

How to find info

- Company website
- [Companies House](#)
- [LinkedIn](#)



TOP TIP

Don't believe everything on Wikipedia!

Questions for the employer

You may not have been able to find out everything you want to know about the company from your online research. Come up with 3 questions you would want to ask the employer when you meet them?

1.

2.

3.