

Know The Company

Before searching for or applying for a job or going for an interview it is a very good idea to research the companies you are interested in working for.

With a partner decide which are the best ways to find out about a prospective company and write them down.

Which of the following pieces of information can you find out about the company before your interview? After? (put B or A)

1. Its products and services
2. Its reputation and image
3. Its problems or challenges
4. Its structure: head office; Main location; Affiliations; geography
5. Its organizational structure
6. Its key personnel, President, Production Manager, HR
7. Staff and premises size
8. Annual revenue, profits, growth
9. Latest developments and activities
10. Its major competitors
11. Special processes or technological advantages
12. Its philosophy, progressive or conservative?
13. Its management style
14. Type of employees it attracts
15. Its dress code
16. Opportunities for promotion, seniority or performance?
17. Benefits and holidays
18. Training programs
19. Probation period
20. Salary range, change during career?
21. Union participation, Compulsory?

Make questions that you will use to get the above information.

E.g. 1. What are its/your main products and services?