How to Research Employers

What to Look For When Conducting Research

- **Financial Information:** What is the total revenue? What are their sales trends? What part of this organization is growing?

- **Key Personnel:** Who is their president, CEO? Do they have any UTSA alumni?

- **History/Mission/Goals:** How old is the organization? What major events shaped its history? Where is the headquarters?

- **Products/Services:** What new products or services are being developed? Who are the primary users of these products/services? In what sector of the market are they utilized?

- **Marketing Strategy:** What key brand names do they own? What forms of advertising are used? Are there new initiatives? Where is their product/service sold, distributed and placed against the competition?

- **Key Clients:** Who are they? What important service or product do they supply? Is this company targeting new clients?

- **Major Competitors:** Who are they? How do they compete? Do they have more market share?

- **Major Trends/Current Events in the Industry:** What is the effect of government regulations? New competitors? Technology? Globalization?

- **Recruiting Profile/Company Culture:** How do they describe themselves? How do they describe the type of person they are looking for? Who do they highlight in the company brochure? Where do they recruit?

- **Job Description:** Where does this job fit into the organization? How do they want the person in this position to contribute?

- **How Do You Fit Their Profile:** What real-life examples from your resume demonstrate how your background matches what they are seeking?

*(See back for employer research resources)*
Resources for Researching Employers

UTSA Library Industry Research Guide: http://libguides.utsa.edu/

Quintessential Careers - http://www.quintcareers.com/researching_companies.html
Information about searching as well as a directory to employers.

Information about searching the Internet for career information; includes help for targeting employers. Very comprehensive site. If you are looking for anything related to career and job search, including something specific or unusual, The Riley Guide probably has it.

Company and industry information

Best Companies to Work for in 2009

VAULT online Career Resource Library
Career Center has opened the Vault. We are pleased to provide FREE online access for UTSA students to the VAULT online industry, company, and career resources library. We have arranged for you to have exclusive access to over 60 Vault guidebooks, over 2,500 company profiles, over 1,100 career advice articles, and an archive of over 1,000,000 message postings. Vault is the most trusted name in career information.

Reference USA (available through the UTSA Library). http://www.referenceusa.com/
Use this subscription resource to find information on companies nationwide. Directory of about 11 million U.S. public and private companies, plus 120 million+ U.S. households.

Wetfeet.com http://www.wetfeet.com/
This comprehensive online library of company research and career-related information can help students make better career decisions. Resources include the latest job opportunities for college-educated talent. Includes the Insider Guides series of career management guidebooks, information on companies, careers, and industries; discussion, advice, newsletters and salary benchmarking tools. You're not ready for your job search until you've used this site.

Find employers you'd like to talk to and learn about employers prior to the interview.

Hoover's online - http://www.hoovers.com/
Excellent resource for company and industry information. Check out companies for free in the A - Z directory. Some information from Hoover's is available only with a fee based subscription to the service. Directory with overviews of about 16,000 U.S. and foreign public and private companies and other organizations.

Fast Company - http://fcke.fastcompany.com/
Search feature to find information and articles about leading companies profiled in Fast Company Magazine.

CEO Express http://www.ceoexpress.com/default.asp
An intelligent site for busy people who know what they need. Very comprehensive links to business news, business magazines, company research, financial markets, government agencies, chambers of commerce, national statistics and a lot more. Associations - professional associations, societies and trade groups often operate websites featuring job posting and/or resume searching services.

Help for finding associations appropriate to your job search.

Idealist.org
an interactive site where organizations and people unite.

Guidestar.org http://www2.guidestar.org/
Database of more than 700,000 US nonprofit organizations