

Handout: Researching Employers

The following is a sample of the information you will want to know about a potential employer of interest. Please start your search by going to www.lam.library.ubc.ca and/ or the company website.

Company Name: _____

Question	Answer
1. What are the main products or services the company offers?	
2. In what locations do they operate/ how many employees/ annual revenues?	
3. How would you describe the organizational culture?	
4. What are the values and/ or mission statement?	
5. What are the names of the top local executives/ recruiters?	
6. Who are the primary competitors?	
7. Briefly give an analysis of the industry (SWOT)	
8. What is the topic of a recent media article? Please summarize the main points.	
9. Are there any postings (of interest to you) in the Career section of their website?	
10. Are there any current postings on COOL for this company? (Y/N). What are the job titles?	
11. Are there any archived postings on COOL for this company? (Y/N). What are the job titles?	
12. Does the company have a Twitter/ Facebook/ LinkedIn presence? Have you 'liked' it?	
13. Overall, what in your research piqued your interest in this company?	

14. How can you demonstrate fit given your unique set of skills, interests and experiences?	
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1. Create a **company list** using NAICS codes for industries:

<http://www.lexisnexis.com/hottopics/lnacademic/>

You can create parameters including region, revenues, execs etc.

2. **Company profiles:**

<http://guides.library.ubc.ca/friendly.php?s=company>

Alphabetized and includes some large companies including

• Abercrombie & Fitch • Accenture • Agrium • Air Canada • Amazon • AMEC • Apple • Aritzia • Bank of Canada • Barrick • BC Assessment • BCLC • Bell Canada • Best Buy • BlackBerry • BMO Capital • Caffe Artigiano • Canaccord Genuity • Canfor • Chevron Canada • CIBC • Citigroup • Club Penguin • Coastal Contacts • Coca-Cola	• Deloitte • Dundee Wealth • Electronic Arts • Enbridge • FedEx • Finning • International • Glentel • Greater Vancouver • Food Bank • Groupon • HSBC Canada • Husky Energy • IBM Canada • KPMG • Kraft • Lions Gate • Entertainment • Lululemon • Lundin	• MacDonald • Dettwiler • McKinsey • Mars • Methanex • Mountain Equipment • Co-op • Novex • Odlum Brown • OpenRoad Auto Group • Pepsico • PMC Sierra • PNI Digital • Proctor & Gamble • RBC Capital • Research In Motion • Ritchie Bros Auctioneers • Rocky Mountaineer • Rogers	• Seaspan • Shell • Southwest Airlines • Starbucks • Stockhouse • Sun-Rype • SureFit • Target • Tata • TD Bank • Teck • Teekay • TELUS • ThisFish • Tourism Vancouver • Toyota • Tree Island Steel • Turquoise Hill • Unilever • Westport Innovations • WestJet • YVR • Zara
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Each of these company profiles will have links to other databases including **Hoover's Company Records**, **SWOT Analysis**, **Thomson One** (analyst reports), **ABI/Inform** (newspaper articles), **Factiva**.

3. **GMID Passport (Global Market Information Database)** - Marketing research database to end all databases. Create industry snapshots by region.

<http://www.portal.euromonitor.com.ezproxy.library.ubc.ca/Portal/Pages/Search/SearchResultsList.aspx>

4. We can find any of these databases by title (alphabetized)

<http://resources.library.ubc.ca/branchlist/lam/>

****Should you need additional help from a librarian please note they have drop-ins Monday-Friday from 1-4pm**

