



RESEARCHING PROSPECTIVE EMPLOYERS

A. It is important to gather information about the companies targeted in your job hunting. Your primary target list should include:

- Industry competitors of your former company.
- Clients in your industry.
- Industries where your skills are universal.
- Companies of interest to you.
- Companies using your skills in your geographic area.

B. Things to look for when selecting a company include:

- Growth in total employment, averaging 20 percent or more per year.
- Rate of sales or revenue growth and potential profitability.
- Long-term market prospects — Look for a company with a different and better way of doing something.
- Diversity of products the company markets — Is the company dependent on a single product to be used in a single industry?
- Indebtedness — The lower the debt percentage, the less risk associated with going to work with the company.

- Quality management — Are the company managers known for their vision and innovation? Are they committed to change to stay competitive?
- Company culture — Is the company known for treating its employees well?

C. Research sources include:

- Use the public library to perform the bulk of your research. Your local librarian will be happy to guide your search.
- The Internet is fast becoming an important part of your job search arsenal. Most local libraries offer Internet access, and all career offices of Workforce Solutions have Internet access.
- Workforce Solutions career offices also have extensive libraries to aid your search.