

## How to Research a Company

When preparing for a job fair, doing research on companies ahead of time is an important step.

So, what should you be looking for? Start with the basics:

- Company mission
- Products and services the company offers or provides
- Location(s) of their offices or sites
- The businesses place in the industry
  - Who are their competitors?
  - Do they have a niche or target audience?
  - Specialty products or services?
- What types of job and/or internship opportunities do they have available right now?
- Information regarding their corporate or work culture