

Researching Your Target Company

It is critical to enter an interview with a solid knowledge of the company you will be speaking with. You should be aware of their financial performance, their short and long term goals and standing within the marketplace. With this knowledge, you can develop the five powerful questions to ask during the interview (see [Your One Page Interview Agenda](#)) and be prepared to strongly present how you can benefit the company.

The following checklist suggests resources you can access to assist you in your research:

- Review the most recent annual report and 10K.
- Review the most recent 10Q.
- Try to listen to the recording of a recent management finance call.
- Check business sites like the Wall Street Journal, Fortune and Bloomberg for analysis and recent articles.
- Read articles about the industry and the key competitors of your target organization.

Most companies will house their financial reports within a standalone area on their corporate website under the caption of Investor Relations. They may also provide transcripts of investor presentations or quarterly earnings calls.

If a company must file with the SEC, those financial documents can be found on the EDGAR website: sec.gov/edgar.shtml. There are many other websites and services where financials are pulled from financial statements and presented all in one place, one example being Nasdaq.com. For some research sites you will need to know the company symbol in addition to the name which can be acquired via a simple google search.

In today's internet world, general business and financial information is instantly accessible so it will be expected that you have done your research. Do the homework and you will be rewarded.