



Career Services

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Researching Potential Employers



Whether you are looking for your first internship or your first full-time job—or maybe you want to explore the next step in your career—your most important tool will be research. Research will help you decide whether prospective employers are a good match for you and your goals. Much of the information to the questions below can be found online on the employer’s website or by Googling the name of the organization you are researching.

Use the following questions to guide your research on employers:

- When was the organization or company founded?
- What is the mission and philosophy?
- What are the products/services?
- What are its new products or services, if any?
- Where are the plants, offices, stores and subsidiaries located?
- What are the names of some key executives?
- Who are their competitors?
- What are their sales, assets and earnings?
- Has the organization or company shown substantial and consistent growth?
- What is the financial outlook growth, and structure?
- Are there any plans for expansion?
- Who are the organization’s or company’s primary customers?
- What are the trends/issues in the industry?
- What are the major achievements and activities? Has it had any recent media attention?
What are the career paths, training and benefits?
- Does the organization or company have excessive employee turnover or other unusual traits?
- What is the organization’s or company’s culture?

All the information you uncover in this stage of your research and job search will be helpful in writing cover letters and interviewing since you will have to relay to employers what you know about their organizations. Keep notes or create a spreadsheet for your employer research findings.