Company Information

Use this worksheet in conjunction with the online instruction guide:
http://libguides.babson.edu/leveraging

Find specific company reports, news, and analysis. Collect the following pieces of information to start developing a portfolio of information about your chosen company:

**10K filing** found through which resource: ______________________________________________

**Capital IQ** page for your company
Names of company executives, information about their financial status, other important pieces of information:
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Analyst reports about your company or industry in **Thomson ONE**:

*Titles of analyst reports:* __________________________________________________________
____________________________________________________________________________

**Articles about your company** from **Business Source Complete, ProQuest, or Factiva**:
Search for your company’s name along with keywords like **SWOT, strategy, innovation, interview, specific product or service names, etc.**

*Keywords:* __________________________________________________________

*SWOT Analysis found?* __________________________________________________________

- **Business Source Complete (EBSCOhost):**

  *Titles of articles found:* __________________________________________________________
  ______________________________________________________________________________

- **ProQuest:**

  *Titles of articles found:* __________________________________________________________
  ______________________________________________________________________________
• Factiva:

_Titles of articles found:_

____________________________________________________________________________

____________________________________________________________________________

Company reports in **Business Insights: Essentials**
Search for your company’s name, then find associated market share reports, rankings, company history, recent
news, etc.

_Titles of company articles and reports:_

____________________________________________________________________________

____________________________________________________________________________

Don’t overlook **social media outlets** for gathering information about your company and the image, values,
and strategy they promote. Can you find...

• A _Twitter_ account _________________________________________________________

• A _Facebook_ page _________________________________________________________

• A _Google+_ account _______________________________________________________

• A _YouTube_ channel, account, or videos _______________________________________

• A corporate _blog_ _________________________________________________________

What did you find from social media searches that you didn’t find from doing more traditional research? What
kind of information can you find about the company on their webpage?

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____________________________________________________________________________
Questions you should be able to answer after you do this research:

- What specifically about this company interests you?
  ______________________________________________________________
  ______________________________________________________________
  ______________________________________________________________

- What did you learn about the firm that you didn’t know before?
  ______________________________________________________________
  ______________________________________________________________
  ______________________________________________________________

- Why do you want to work at this company?
  ______________________________________________________________
  ______________________________________________________________
  ______________________________________________________________

- In what capacity do you think you can add immediate value?
  ______________________________________________________________
  ______________________________________________________________
  ______________________________________________________________

- Where do your values, priorities, and skills intersect with the company’s mission and strategy?
  ______________________________________________________________
  ______________________________________________________________
  ______________________________________________________________

- What do you offer the company that’s unique?
  ______________________________________________________________
  ______________________________________________________________
  ______________________________________________________________

- What are the company’s biggest opportunities?
  ______________________________________________________________
  ______________________________________________________________
  ______________________________________________________________

- What are the company’s biggest challenges?
  ______________________________________________________________
  ______________________________________________________________
  ______________________________________________________________

- What has the company been appearing in the news for, either negatively or positively?
  ______________________________________________________________
  ______________________________________________________________