

**First and Last Name:**

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This document will help you gather information about your target companies. It is NOT a comprehensive list of what you need to know but will provide a good starting base. Consider sharing this with your ACT group once you begin meeting in the Fall.

Where to find information: Company Website, [LinkedIn](#), [Google](#), and [UCLA Anderson Rosenfeld Library](#), which gives you access to Capital IQ, Bloomberg, Mergent Online, Hoover's, LexisNexis, Data Monitor, Mintel, Factiva. The Rosenfeld Library resources will be available for your use once you come on campus. You must use **at least one** database to get used to the power of these resources, particularly to get information from both private and public companies.

**Library Database(s):**

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## Company Overview

**Company Name:**

**What business are they in?**

**How long have they been in business?**

**Where does the company operate?**

**What are their major brands/products?**

**Is this company public or private?**

*If private, who owns it?*

**How is the company structured?**

*i.e. Functional divisions, product divisions, distinctly different operating companies, etc.*

How does this structure guide decision making?

**Any recent changes to the company?**

*i.e. Mergers, acquisitions, downsizing, etc*

If so, how have changes impacted its business model, product line, culture, and/or long term financial health?

**What is the culture like?** *See if there*

*is a motto/business principles/corporate blog, etc.*

Is it a flat organization or lots of reporting lines?

**Who is the management team?**

CEO? CFO? Anyone noteworthy? Have there been recent changes at the top? Any Anderson alums?

**What are the revenue trends?**

Are revenues concentrated in one product or division or are sales well-diversified across the company?

*See 10ks, Capital IQ, Factiva, etc.*

**What is the company's stock ticker?**

What is it trading at? Any info on its recent earnings?

**Does the company have competitive advantages vis-à-vis the other industry players?**

Are there significant barriers to entry: patents, brand/cultural advantages that can't be easily replicated, production/cost advantages?

**Are there recent newsworthy events such as research reports, product launches, etc?**

**Go through the 4 P's for one of their products.**

**PRODUCT**

What are characteristics of the product/service?

**PRICE**

Value of the product/service to the buyer?  
Established price points? Discounts?

**PROMOTION**

Where and when are marketing messages given? How is target audience reached?

**PLACE**

Where do buyers look for product/service? How are distribution channels accessed?

## Industry Overview

**Who are the major competitors?**

**Where does this company fit in?**

*Are they older, established presence or a newcomer?*

**Company's market share (per product)?**

What strategies are they employing to take market share?  
How (price cuts or superior product)?

**What are some recent industry trends?**

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## The Interview

Even if you don't have an interview, fill out this section by finding a recruiter, recent alum or 2nd year using [LinkedIn's Advanced People Search](#), your undergrad alumni directory or the company's About Us page.

**Who is your interviewer?**

**What is this person's title/position in the company?**

**What have you found about them from others who may know them, their LinkedIn profile, or through Google searching them?**

**LinkedIn URL:**

**Education:**

**Work History:**

**Interests:**

**Shared Connections:**

**Other Relevant  
Information:**

### **Questions for the Interviewer**

Based on your company, industry, and individual research, come up with questions you can ask your interviewer. They should go into greater depth than the questions found [here](#).

**1.**

**2.**

**3.**

**4.**

**5.**