

Researching the organisation



Possible questions to research

When approaching an organisation for a job, or when invited to attend a job interview, it is important to have background knowledge of that organisation. Researching a prospective employer demonstrates your level of interest in working for them and enables you to show a 'match' between you and their organisation at the job interview.

Some of the information you might want to research may include:

- What type of business they are.
- Where they operate from, where they have branches, subsidiaries etc.
- What their major products and/or services are.
- Who their clients/customers are.
- What their future prospects and plans are.
- Current issues and challenges, for that company, specifically, and for the industry.
- What their financial situation is.
- What is the name of their Personnel or Human Resources Manager.

So, how can you identify organisations to research? Refer to the resources listed below. Information on some small businesses may not be as easily accessible through the sources mentioned below; however, it is still important to find out as much as possible before your interview. If possible, speak to someone who works for the organisation

Information sources

Organisation websites

For a start, check out whether the organisation has a website. Use a search engine or one of the online directories to locate their website. See www.canterbury.ac.nz/careers/student_graduate_employment/research_companies_organisations.shtml. Read the information provided on organisation websites and consider the questions as listed above.

Most organisations have their annual report accessible on their website. Typical website headings under which annual reports can be found include: investor information, corporate information, about our business and financial information. Free internet access is available to you in the Careers, Internships & Employment Resource Area to do career, company and organisation related research.

Careers, Internships & Employment Resource Area & Website

Organisation information

In the Careers, Internships & Employment Resource Area we have copies of brochures, newsletters and other literature, often supplied by employers recruiting during our Student & Graduate Recruitment Programme. Many companies and organisations involved in the programme will have websites specific to 'graduate recruitment' or 'careers.'

Publications and directories

In the Careers, Internships & Employment Resource Area you will find publications and directories you can read, such as:

- The NZ Company Register. An Investment Yearbook of NZ companies listed on the New Zealand Stock Exchange plus top Australian Companies.

- Christchurch and Canterbury Community Services Directory – (Social service, disability and health-related organisations in the Canterbury area).
- NZ Government Sector Directory.
- TAKOA Ruo Mano – (Information on Marae, Iwi, Social Services, Business, Justice, Education, Government, Training, Arts, Health Services and Education Scholarships).

Online directories

Many directories are now available in searchable form on the Internet. See: www.canterbury.ac.nz/careers/students_graduate_employment/research_companies_organisations.shtml

James Hight/Central Library, University of Canterbury

The James Hight/Central Library has New Zealand and international company information and financial reports online: <http://canterbury.libguides.com/content.php?pid=23615&sid=169900>. Information on newspapers and news services is listed on: <http://library.canterbury.ac.nz/services/ref/newspapers.shtml>

Christchurch City Libraries

Off campus, a useful source of information is Christchurch City Libraries. The main branch is in Gloucester Street, Christchurch. Alternatively, go to their website: <http://christchurchcitylibraries.com>

Local and national company annual reports, business, careers and job hunting related books, databases including full text, statistical and company information, online and hard copy directories, an internet gateway for business information and an extensive range of magazines and newspapers are held at the library's Gloucester Street branch and/or accessible via <http://christchurchcitylibraries.com>. Note: to access this information via the Christchurch City Libraries website you may need to enter your library card and pin number. It is possible to 'Book a Librarian' at the Central Library for a 30 minute session for assistance in how to access the Information you require.