Researching the organisation

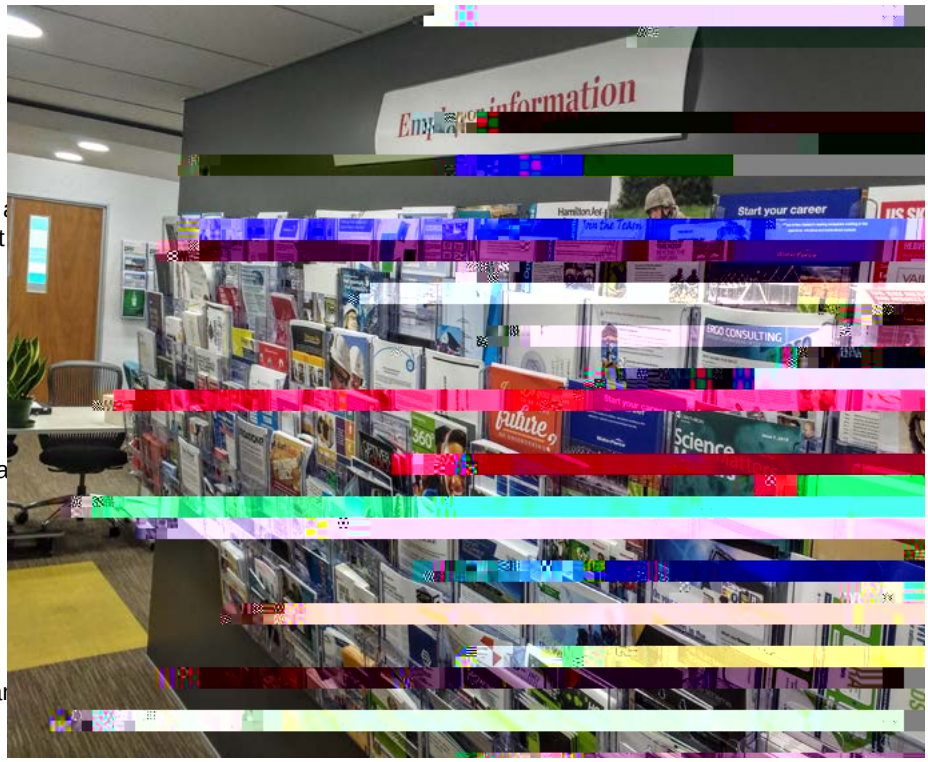
Possible questions to research

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 a
- 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 the name of their Personnel or Human Resources Manager is.

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; however, it is still important to find out as much as possible before your interview. Ask your industry contacts (colleagues, lecturers, other students, community members) what they know about the business. 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 . . . / / / - - /. Read the information provided on organisation websites and consider the questions 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. Also look for information about the organisation's purpose and values, and their current projects.

Social Media

Don't forget to use social media channels for references to, or posts by the organisation you are researching. These sources can give extra insight into the values and activities of the organisation, and public perception of them.

UC Careers Resource Area & Website

In the Careers Resource Area, brochures, newsletters, and other literature are sometimes supplied by employers recruiting during Student & Graduate Recruitment. Some companies and organisations will have websites specific to 'graduate recruitment' or 'careers.'

In the Careers 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.
- 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 available on the Internet. See . . . / / / - /

Puaka-James Hight/Central Library, University of Canterbury

The Puaka-James Hight/Central library has NZ and international company information and financial reports online. Search by company name via the Library's MultiSearch option . . . /. You can also explore options under the subject guides for Business & Economics and New Zealand History or ask a librarian for help.

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Christchurch City Libraries

Christchurch City Libraries also provide access to newspaper and magazine articles, annual reports and business directories:

:// . .

Try searching the "eResources Discovery Search" by company name.

to access information via the Christchurch City Libraries website you may need to be a member. Information on how to join is available on their website.