

WHY RESEARCH A COMPANY?

According to a recent Society of Human Resources survey, 87% of employers consider it important to tailor your resume and cover letter to be tailored. Before applying for a position you should develop an understanding about certain company facts: its products and services, organizational structure, market size and future plans. You can use the knowledge you've gathered to personalize your cover letters, resumes and to prepare for interviews. You can begin your search by using the following resources.

UTM CAREER CENTRE WEBSITE ON-LINE RESOURCES

(<http://www.utm.utoronto.ca/careers/>)

Employer Directories

Develop a list of companies by using the directories listed on the Career Centre website. Go to "Jobs", then "Resources & Links", and then scroll to Researching Organizations.

Industry Outlook

Once you get an understanding of the market a particular company caters to and the industry in which it belongs, you can check out professional associations, labour market trends, and sector councils to learn more about the industry. Career Cruising, The Vault and GoInGlobal are resources you can access through the Career Learning Network, <https://cln.utoronto.ca/myAccount/dashboard.htm> then click on resources

UTM CAREER CENTRE RESOURCE LIBRARY

The Career Centre library has an impressive list of books and binders that provide additional information on topics such as salaries, labour market information, and Canadian employers. To see our collection, you can visit us at the Davis Building, Room DV3094. You can also view our collection by visiting the following:

- **The Library Thing-** <http://www.librarything.com/catalog/UTMCareerCentre>
This site lists the collection of books found in the Career Centre library
- **E-Books Collection-** <http://guides.library.utoronto.ca/c.php?q=373504&p=2524864>
- You can borrow books from this site for a period of 14 days. To do so, go to the home page and follow the instructions.

THE INTERNET

The internet is also an excellent source to find companies that are of interest to you. Try some of following sites:

- **Industry Canada:** Search Industry Canada's business information site by using the *Canadian Company Capabilities* directory with a database of 60,000 businesses at <http://strategis.ic.gc.ca/epic/site/ccr-rec.nsf/en/Home>
- **Search Engines:** Search for businesses on popular search engine such as <http://google.ca> or <http://ca.yahoo.com>
- **Corporate Information:** Provides information on companies worldwide, along with resources and links by country and industry, available at <http://www.corporateinformation.com>
- **Specialized on-line directories:** University of Toronto provides access for U of T students and staff to some useful on-line directories, via the Library's E-References Sources link on <http://www.library.utoronto.ca/>
- You can search for "directories" to bring up a list of specialized on-line directories for Canadian organizations like libraries, professional associations, environmental organizations, and publishers.
- **Research centers:** To identify North American research centers, do an Extended Search by Organization through the Gale Ready Reference Shelf (through the E-References site listed above). For a listing of think tanks around the world, try the following web directory: <http://www.saigonbao.com/thinktanks/thinktanks.htm>.
- **Canada's Top 100 Employers:** This guide rates businesses, associations, and educational institutions in terms of favorable working conditions and benefits <http://www.canadastop100.com/national/>

- Mississauga Business Directory: A directory of local companies and organizations. <http://www.mississauga.ca/portal/business/businessdirectoryonline>
- Who's Hiring: A listing of over 3,500 companies that have advertised at least two career-level positions in the last year. <http://www.whoshiring.com/>
- **Social Media:** Most companies have social media accounts, YouTube channels, Twitter accounts, Facebook and company blogs. You can use these sources to find out more about the company culture, participate in on-line conversations and ask questions

LINKEDIN

LinkedIn is an excellent way to conduct company research. For each business you search you will get a short summary, and some company pages have a news section as well. Alternately, you can search for people who work for specific companies. You'll get a list of current employees, new hires and past employees, all people whom you can contact (if you are connected to them in your network) for an informational interview, a great way to gain an insider's perspective of the company. It's always easier to call up people you know for an interview, but if you don't have any personal contacts, one of your first degree LinkedIn connections might know someone and be willing to give you an introduction

MAGAZINE AND NEWSPAPER ARTICLES

- On-line periodicals and periodical indexes can help you locate recent articles on companies and industry trends. They are accessible on-line via <http://onesearch.library.utoronto.ca/>
- Some Key resources for company information are the CBCA (*Canadian Business and Current Affairs*) for Canadian publications, *ProQuest* which accesses a wide variety of publications, and *Mergent Online* for company profiles.
- Some other major indexes are *The Canadian Business Index*, *the American Business Periodical Index*, and *the Canadian News Index*. *Canada Newswire* is a basic news-search site that is free to the public at <http://www.newswire.ca/en>.

PUBLIC LIBRARIES

Mississauga Central Library

301 Burnhamthorpe Rd. W.

905-615-3500, <http://www.mississauga.ca/portal/residents/centrallibrary>

- The Central branch of the Mississauga Library System houses the Business Department, located on the 4th floor, which offers information in print, electronic, and CD-ROM form. Resources include corporate and financial publications; national, international and local business directories; census information; corporate financial information; and the Mississauga and Toronto Business Directories (both on CD-ROM).

Toronto Reference Library

Business Department, 789 Yonge Street (*To gain access to directories and files, it is necessary to submit ID*) 416-393-7148

- The Business Department, located on the 3rd floor, maintains files on companies. Also available are the *Financial Post Investment Reports* and the Ontario Securities Commission filings of annual reports for most companies listed with the Toronto Stock Exchange. The library also carries some international business directories such as *Who Owns Whom*. Periodical indexes are included in their collection as well.

-FINAL WORDS OF ADVICE

In your research for information on a company, do not lose sight of the importance of understanding the requirements of the position for which you are applying. Since the purpose of an interview is to determine your suitability for a specific position, it is important that you have a good grasp of the position's functions and duties as well as being able to articulate how your skills relate to the position. Take as much information as you can from the job advertisement or posting (if that is what you are responding to) and use it in conjunction with information found in the sources recommended above in the Career Resource Library and on-line. Use Information Interviews with contacts in your network who work in a particular industry or company that you are interested in.

This tip sheet is intended as a counseling document and the information is subject to change. (Updated June 2016)