

# INDUSTRY RESEARCH WORKSHEET

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List the top industries that interest you currently; consider seven to ten maximum.

Example: pharmaceutical industry, insurance industry.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

For each industry, conduct thorough research online and/or in a research library near you. Make a summary sheet for each industry for study and comparison. Consider the industry profile, long-term viability of the industry, the leadership for the industry, geography, type of work environment, characteristics of the work culture, and the industry's fit with your needs, skills, and strengths. When researching specific organizations, consider the following:

- Organizational overview: age, size, financial outlook, growth, and structure
- Trends/issues in the industry
- Mission, philosophy, objectives
- Location of plants, offices, stores, subsidiaries
- Products and/or services
- Names of key executives
- Competitors
- Sales, assets, earnings
- Growth history and current growth activity
- Current challenges
- Major achievements and activity, issues, news
- Career paths, training, benefits

- Company culture

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