

# Company Research Guide

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1. What is the company's mission statement or purpose? What do they value or believe in as an organization?
2. What are the company's major products and services?
3. Who are the company's customers?
4. Who are the company's major competitors? How do they view the company?
5. How is the company viewed in the marketplace? Is it a profitable business or are they on the brink of bankruptcy?
6. Find out two of the company's recent success stories.
7. What are the company's potential problems?

