

Company Outline - Interview Preparation - Due On Wednesday, September 4

Choose To Research An Employer You've Targeted With Your Resume And With Whom You Plan To Speak At The October 1 College Of Agriculture Career Day If Possible.

See the College of Ag. Career Fair web site, Attendees list as one source for your company research. The College of Ag. Career Fair web site including companies coming to interview is https://ag.purdue.edu/oap/career/pages/student_career_fairs_main.aspx

The direct link to the list of companies coming to interview is <https://purdue-csm.symplicity.com/events/a5b1f74f57ded9a04d71ece71f4ca151/employers>

You may also choose to correspond directly with a representative of an employer to gain background information (e.g. a Sales Representative you may know). All resources are fair game.

An important component of success in preparing for and achieving the career and future you seek is preparation for job interviews. Thorough preparation before the interview accomplishes three key objectives;

1. Evaluation of your potential for satisfaction and success in the job you seek in the organization with whom you plan to interview.
2. Improvement of your performance and appeal in the interview setting.
3. A great start for you in the position after you receive and accept an offer.

Your assignment is to;

A. Identify a career or job objective (as you currently see it e.g. Agronomist, Plant Breeder, Seed Sales Representative, Soil Conservationist, Seed Corn Production Manager, Crop Input Agribusiness Manager etc.).

B. Select a specific business, corporation, or agency which would allow you to meet this objective.

C. Write an outline of your chosen company or agency which summarizes the following:

1. Business Organization/Structure

a) Privately Owned, Government Agency (e.g. USDA), Multinational Corporation, etc.

b) History of organization (e.g. past growth, consolidation, acquisitions of related companies).

2. Products and Services:

a) What products or services are marketed? Formulate a detailed list and include specific uses and a detailed description of their intended customers.

b) Compare the products and/or services of this company or agency with those of competitors. Note the advantages and disadvantages that this company has versus the competition.

c) Gain what knowledge is available in the area of product development or services offered. What new products or services is the company releasing which would give a comparative advantage?

d) What customer needs and/or business opportunities are you aware of that may provide a potential additional market and or service opportunity for this company or agency?

3. Reviewing and Documenting Your Preparation: How are you preparing specifically for this position? Include specific courses you have taken or are planning to take at Purdue, work experience either planned or completed, and extra-curricular activities which enhance your preparation for the position you seek.