

College, Career & Life Planning



Target Company Worksheet

Instructions: Use this worksheet to summarize your analysis of prospective companies. In the table below, insert one company name at the top of each column. Review the characteristics listed in the left-hand column and complete the table by inserting the most relevant/important information regarding this characteristic for each company being evaluated. In the corresponding rating column, insert your evaluation of the company's attractiveness based on that characteristic: 2 if very attractive, 1 if attractive, 0 if neutral, -1 if unattractive and -2 if very unattractive. See C602 "Targeting the Right Industry and Company for additional guidance.

| Characteristic | Company #1 | | Company #2 | | Company #3 | |
|--|------------|--|------------|--|------------|--|
| | Rating | | Rating | | Rating | |
| Relative Market Share | | | | | | |
| Market Share Trend | | | | | | |
| Profitability vs. Competition | | | | | | |
| Profit Trend | | | | | | |
| Competitive Advantage | | | | | | |
| Company Strengths vs. Market Needs | | | | | | |
| Vulnerability to Key Suppliers/Customers | | | | | | |
| Technology/Innovation | | | | | | |
| Brand Image | | | | | | |
| Management Strength | | | | | | |
| Financial Strength | | | | | | |
| Overall | | | | | | |

Note: The relative importance (weighting) of individual characteristics may be different.