

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.