

Finding out about the employer (and the job or apprenticeship) is so important. You need to know what you're letting yourself in for - this will help you decide whether to apply or not. If you do continue, it will offer you real advantages later.

The research can give you an idea of what you'll be asked about as well as giving you more confidence going in. Crucially, it's a way to show that you're interested in the company. Some things to consider to include in your search;

What are the products and services of the company?

Note anything that makes this company different e.g. bespoke / one-off, not mass produced

Who are their customers?

Who are their competitors?

What is their reputation?

Financial information – turnover and profits, etc.

Recent developments or changes in the organisation e.g. recent refit, new project, etc.