

# Deloitte.



# Information Gathering

## Workbook



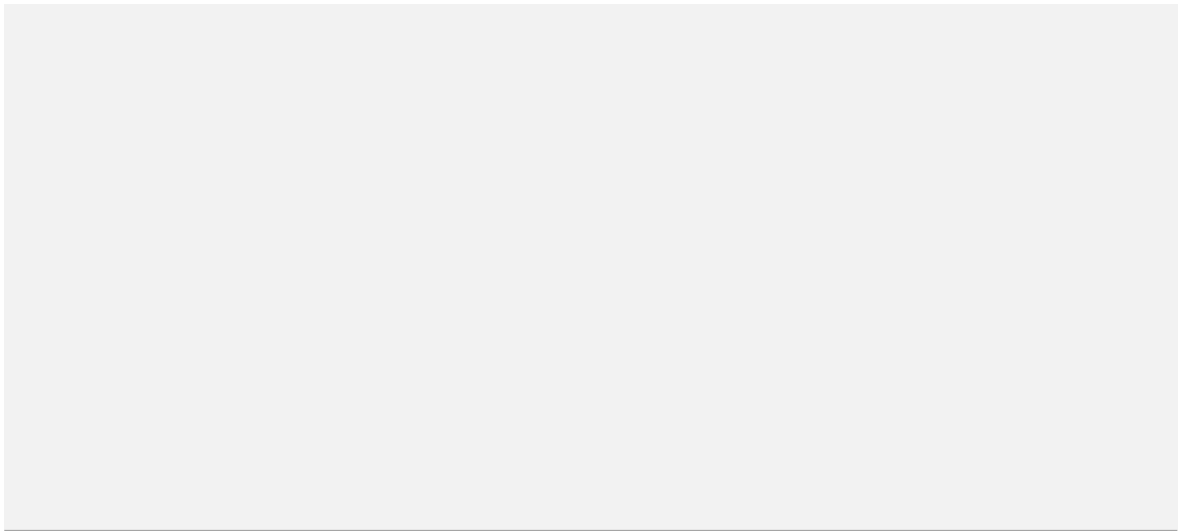
# Commercial Awareness

Imagine you have an interview for a company you would like to work for coming up. Write down your answer to the following questions it as if you were being asked it in an interview by that company.

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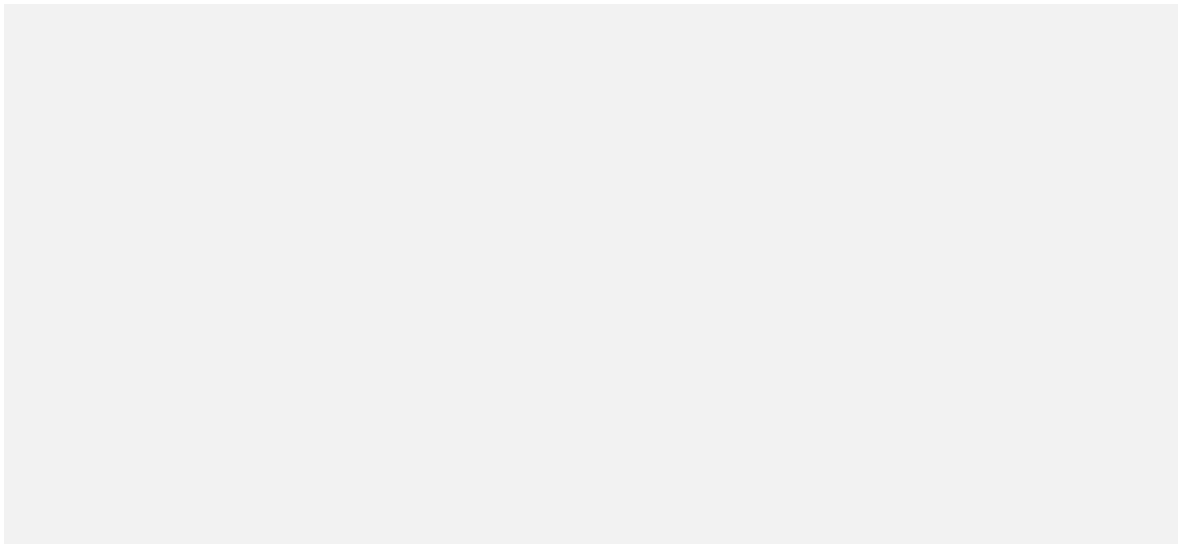
**1. What do you consider to be the biggest issues that this company and their industry faces today?**

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**2. What do you believe will be the biggest issues this company and their industry will face in the future?**



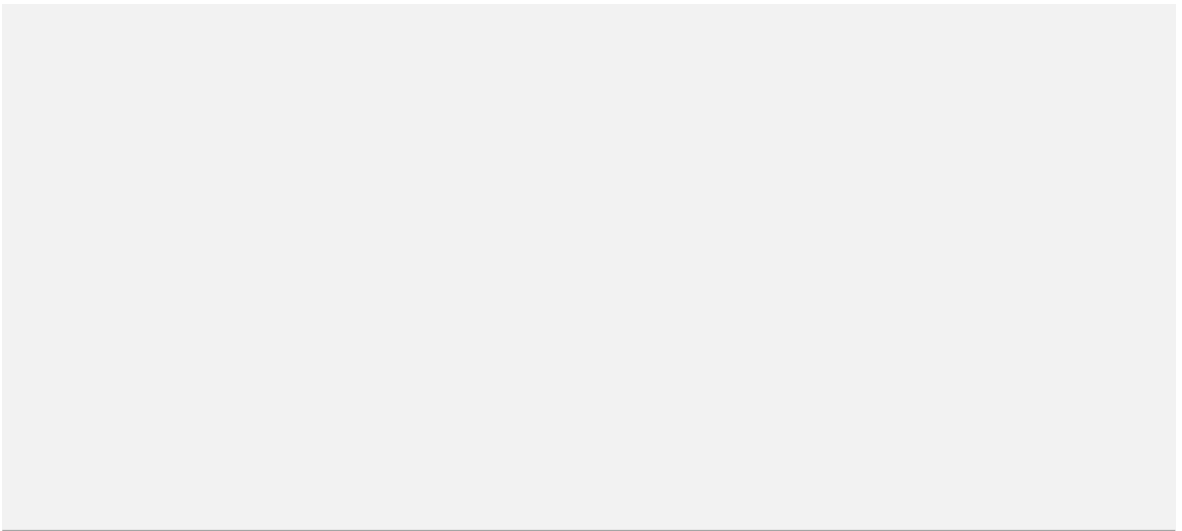
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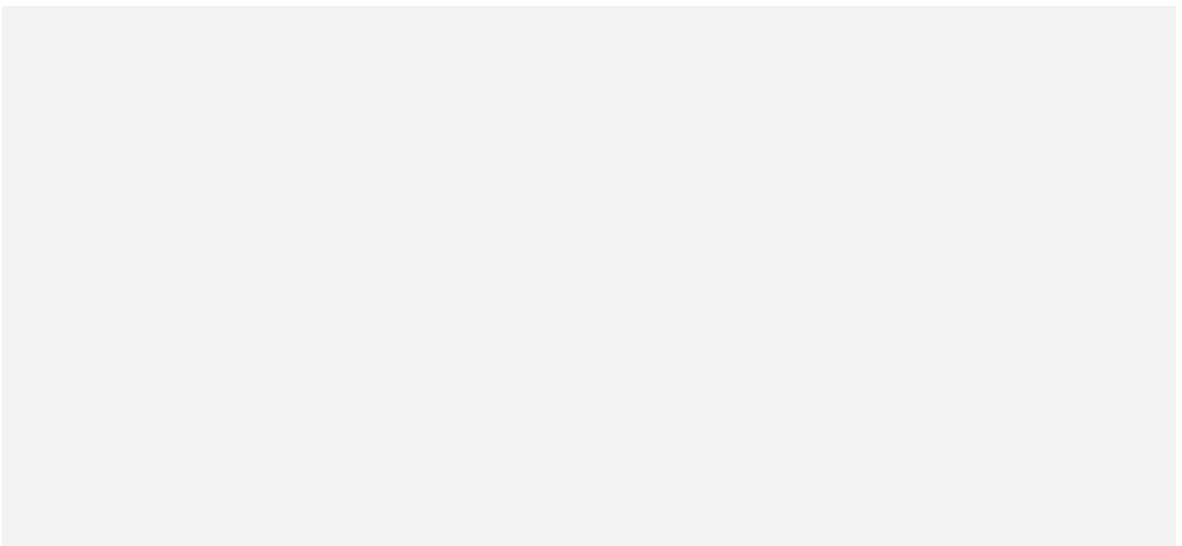
## **3. What do you think are the strengths of this company?**

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## **4. How does this company compare to competitors?**

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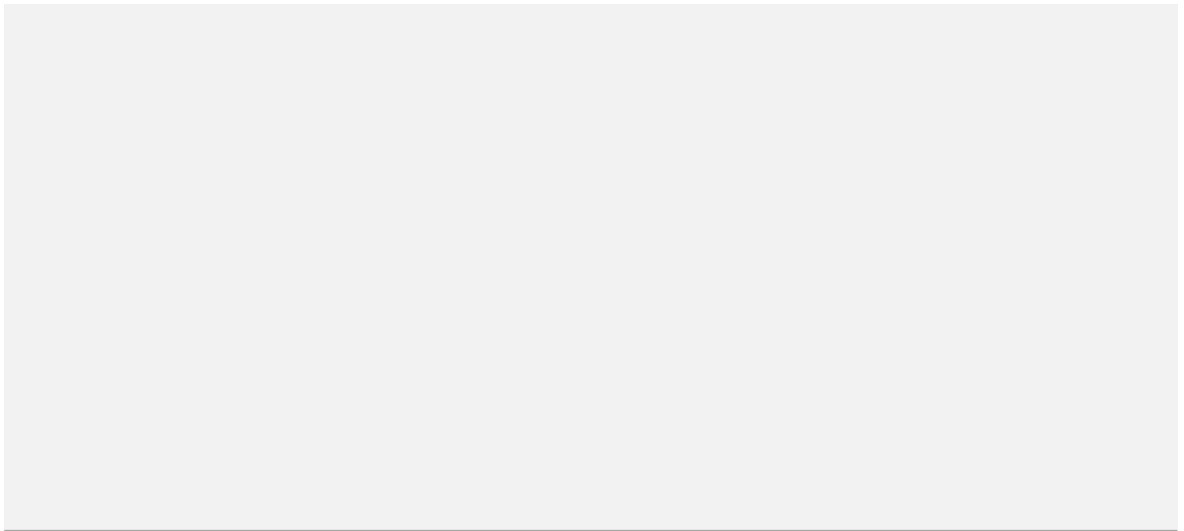
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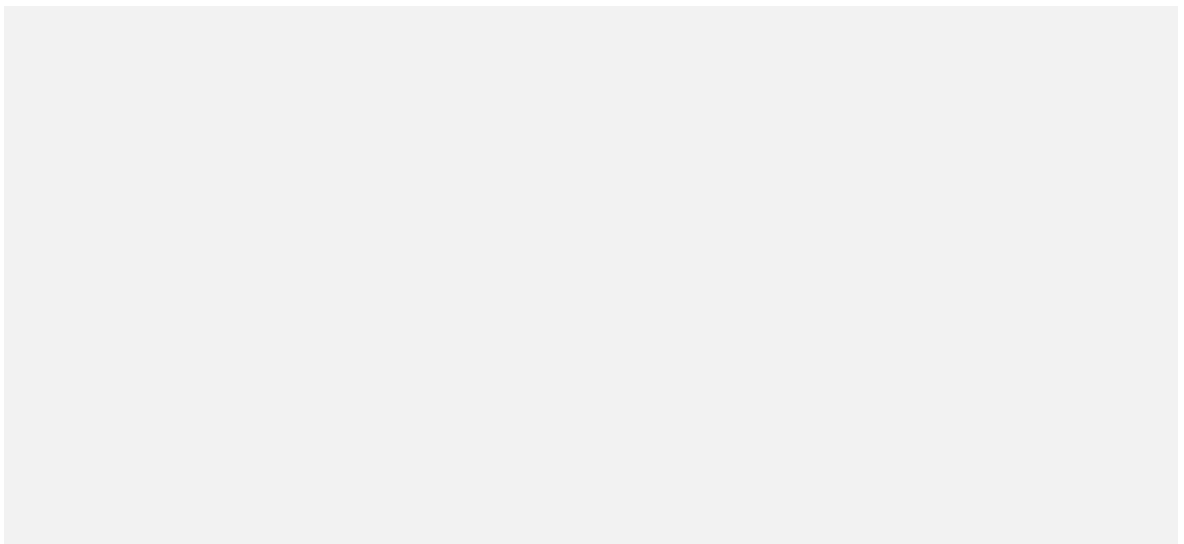
**5. What have you read or heard about this company and their industry in the news lately?**

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**6. How do you think this company's industry is affected by the current climate?**

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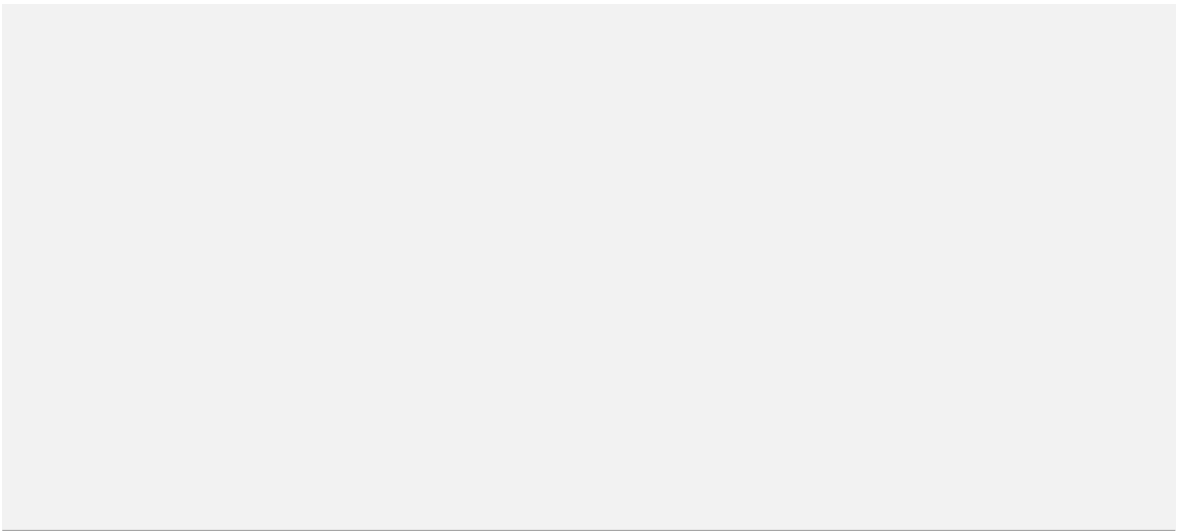
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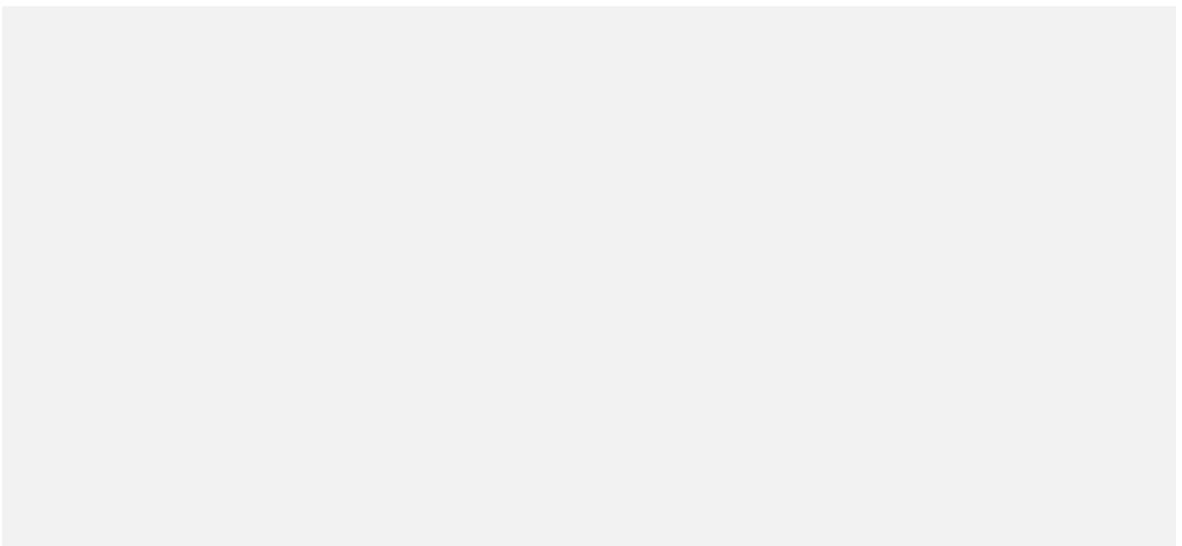
## **7. How would you respond to a complaint about a client or customer?**

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## **8. What new developments are happening within this company's industry at the moment?**

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# SWOT Analysis | Global Technology Company

Chose a Global Technology Company and conduct a SWOT analysis on them to learn more about them as a company.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

# SWOT Analysis | A company you would like to work for

Now choose a company you would like to work for and complete a SWOT analysis on them. Imagine you are applying to work for them, and you need to find out as much information as possible

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

# Personal SWOT Analysis Template

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS



# Personal SWOT Analysis Template

Creating a personal SWOT analysis is a great way to understand your own strengths and weaknesses, and where you might like to learn new skills or build on certain areas of your skillset.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• What am I naturally good at?</li><li>• What skills do I have?</li><li>• What talents do I have?</li><li>• What is my biggest achievement?</li><li>• What personal qualities do I have?</li></ul>	<ul style="list-style-type: none"><li>• Where do I need improvement?</li><li>• What would other people say my are?</li><li>• What tasks do I usually avoid doing?</li><li>• What am I afraid of?</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Is the industry I'm interested in growing?</li><li>• Where can I build on my skills?</li><li>• Who can support me in achieving my goals?</li><li>• What training programmes are available?</li></ul>	<ul style="list-style-type: none"><li>• What obstacles do I face?</li><li>• Who/what may get in my way?</li><li>• Am I marketable?</li><li>• Who are my competitors?</li><li>• Are there any skills that I'm lacking?</li></ul>

# Further links

Main Careers Site:

[https://www2.deloitte.com/uk/en/careers/careers.html?icid=top\\_careers](https://www2.deloitte.com/uk/en/careers/careers.html?icid=top_careers)

Grad Programmes:

[https://www2.deloitte.com/uk/en/pages/careers/articles/graduate-opportunities.html?icid=top\\_graduate-opportunities](https://www2.deloitte.com/uk/en/pages/careers/articles/graduate-opportunities.html?icid=top_graduate-opportunities)

SVS Programmes:

[https://www2.deloitte.com/uk/en/pages/careers/articles/summer-vacation-scheme.html?icid=top\\_summer-vacation-scheme](https://www2.deloitte.com/uk/en/pages/careers/articles/summer-vacation-scheme.html?icid=top_summer-vacation-scheme)

Apprentice Programmes:

[https://www2.deloitte.com/uk/en/pages/careers/articles/brightstart-business-apprenticeship-scheme.html?icid=top\\_brightstart-business-apprenticeship-scheme](https://www2.deloitte.com/uk/en/pages/careers/articles/brightstart-business-apprenticeship-scheme.html?icid=top_brightstart-business-apprenticeship-scheme)

Frequently asked questions:

<https://www2.deloitte.com/uk/en/pages/careers/articles/student-graduate-faqs.html>

Dot the Bot (ask a question):

<https://meetandengage.com/deloittestudenthelpdesk>