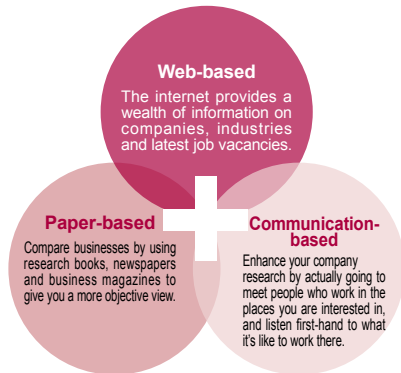


Gathering Information and Use of Databases

Gathering information is an indispensable part of carrying out industry and company research. Using the internet to search for information has become the norm, but remember that this is very one-dimensional. It is also important that you use newspapers, magazines and books, and also carry out some actual 'legwork' by visiting APU alumni who are working in the companies and industries you are interested in.



Be Smart when Gathering Information!

We often hear, "There is so much information that I just don't know where to start!" Don't just write down a company's management philosophy, capital, sales, etc. Think about "the future of the industry," "company rivals," and "working environment." This kind of information will give you material to write for your ES and talk about in your interview. Figure out what YOU are looking for in your job and make sure that it comes across when you are job hunting.

1. Web-based

(1) Campusmate Web

You will need to be able to access Campusmate Web to gain information and apply for On-Campus Recruiting and various other career events. Refer to on p.13 (Using Campusmate Web).

(2) Job Vacancy Information

APU students have access to job vacancies specifically for APU students as well as those vacancies shared with Ritsumeikan University. For details, refer to p.32 (Information on Open Job Postings).

(3) Job Hunting Information Sites

You can of course also register to attend seminars not held through APU and apply for job vacancies open to the general public. Some useful sites are: Rikunabi, Mynavi and kyaritasu

(4) Company Homepages

Here you will find company and recruitment information.

(5) Library Database

You can access various databases from the APU Library Homepage (<http://www.apu.ac.jp/media>). From the homepage go to "Digital Library" and then "Databases". The following databases are useful for researching companies.

Database Name	Contents
eol	Users can search financial reports, semiannual reports, and business reports of domestic listed and unlisted companies. Company information (its performance, financial condition and cash flow, company information history and other index), market information, financial information are also available. Refer to p.28 (Company Research through eol).
Nikkei BP Article Search Service	Full text versions of articles from approximately 40 journals from Nikkei BP, including their back numbers.
Nikkei Telecom 21	Nikkei Telecom 21 is one of Japan's largest online commercial databases. Its major services include full-text search in company information, personnel information, journals and newspaper articles, including the Nihon Keizai Shimbun.
JapanKnowledge Lib	Cross-search through many media, such as encyclopedias, business authorities, and many kinds of lexicons, just to name a few.

2. Paper-based Research

(1) Newspapers and Business Magazines

Reading newspapers and business magazines is an excellent way to keep up with current financial and business trends. Newspapers keep you up to date with current affairs and business magazines analyze the latest trends and conditions in industries as a whole.

Examples of business magazines: *Shukan Diamond* (Diamond-sha), *Shukan Toyo Keizai* (Toyo Keizai Shimpo-sha), *Nikkei Business* / *Nikkei Business Associe* (Nikkei BP-sha)

(2) Books

There are various types of books that can help you with your job hunting activities. Books on different industries and companies, books that outline different job types, and books to help you prepare for the SPI exams, interviews, etc.

Examples of books:

Company/Industry research—*Kaisha Shikiho Gyokai Chizu* / *Shushoku Shikiho* (Japanese Company/ Industry Handbook; Toyo Keizai Shimpo-sha), *Sangyo to Kaisha Kenkyu Series* (Industry and Company Research Series; Sangaku-sha)

Written exams—*Shijo Saikyo SPI & Test Center Chojissen Mondaishu* (Sample Questions for SPI & Test Center Exams; Natsume-sha), *Hishho Shushoku Shiken [WebGAB/GAB Compact/IMAGES Taio]* (Succeeding in Recruitment Exams [For WebGAB/GAB Compact/IMAGES]; Yosen-sha)

Interviews—*Zettai Naitei* (Securing Job Offers; Diamond-sha); *Ukaru Mensetsu Ryoku Yosei Sheet* (Interview Training Sheets; Nihon Jitsugyo Shuppan-sha)

(3) Company Pamphlets

A lot of companies issue pamphlets aimed at students who are job hunting.

Use the Career Office Resource Room!

The Career Office stocks newspapers, business magazines, and a wealth of other materials pertinent to your job hunting activities in the Resource Room. There are also company pamphlets from over 1,000 companies, mainly those that have visited APU for On-Campus Recruiting, available for you to access. Many students in the midst of job hunting also gather in the Career Office to do research and consultations, hence, it provides the perfect opportunity for you to network with other fellow job hunters.

※ In order to allow equal access of resource materials to everyone, newspapers, business magazines, and written materials in the Resource Room may not be removed from office premises. Please be considerate and return the materials once you have finished with them.

3. Communication-based Research

(1) Company Information Sessions

Learn about a company directly from HR personnel and have the opportunity to do Q&A at the end.

(2) Career Design III Career Seminars, etc.

The *Career Design III* course in the APU curriculum features guest lectures from individuals working in the corporate sector, giving students opportunities to think about their own work styles and planning their careers. Furthermore, the Career Office organizes a wide range of career seminars, such as company research seminars, *Career Design College*, and *Self-Analysis Workshop*. Other job hunting seminars are also being held off campus by other organizations.

(3) Visiting firsthand

Check the products and services of companies that you are interested in by visiting the stores personally as customers. This is important particularly for B to C (business to customer) companies.

(4) Contacting Alumni

Contacting APU alumni is a great way to hear firsthand the reality of working and the job. Refer to p. 34 (Contacting Alumni) for more details.

Company Research through eol

Quick, simple and fast! Write a *Statement of Purpose* one rank above others!

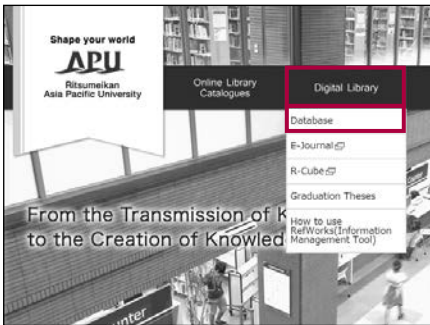
The *eol* database lets you search company information and financial statements of approximately 5,000 companies within Japan. These financial statements, also called company reports, are public documents produced by companies for external use. They offer an objective and reliable look into companies and how they are running. All APU students can access this multilingual *eol* database (available not only in Japanese, but also in English and Chinese). Compare the financial figures and information of competing companies and use this information to write a strong Statement of Purpose!

**eol* mainly covers stock exchange-listed companies. If you wish to research non-listed companies, we also recommend using Nikkei Telecom 21. (See p. 26)

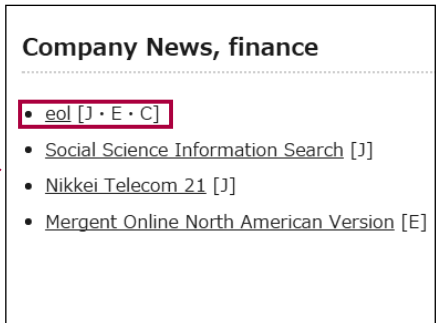
1. Accessing the eol Database

The *eol* database can be accessed via the APU Library website. From Campus Terminal, click on “Academic” → “Library” → “Digital Library” → “Database” → “*eol*”

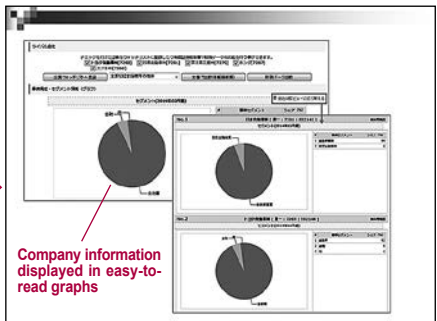
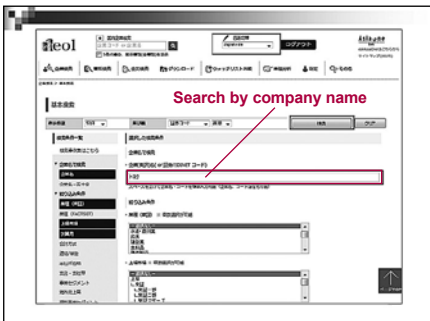
Log into the APU Library Website



Choose the database you want to access



2. Looking Up Company Information



Essential Points to Know

POINT 1

Understand basic accounting terms

- うりあげだか 売上高 (Sales) → Total amount of revenue made from sales over one year period.
- えいぎょうりえき 営業利益 (Operating Profit) → Profit made after deducting operating costs from revenue.
- えいぎょうりえきりつ 営業利益率 (Operating Profit Margin) → An indicator of how effectively the company is operating.
- とうきじゆんりえき 当期純利益 (Current Net Profit) → Final profit for the current year. Loss is shown in red with a △ key.

Amounts calculate foreign exchange gains, stock dividends, interest, and capital gains / losses.

POINT 2

You will gain an even better understanding of the company you are researching for by analyzing their figures from the last three years and comparing them with their competitors.

Example: Looking up Nissan in the eo/ database . . .

Company Name	Nissan			Toyota
Year	2013/03/31	2014/03/31	2015/03/31	2015/03/31
Sales (million yen)	9,629,574	10,482,520	11,375,207	27,234,521
Operating Profit (million yen)	523,544	498,365	589,561	2,750,564
Operating Profit Margin (%)	5.43	4.75	5.18	10.09
Current Net Profit (million yen)	529,320	527,189	694,232	3,201,373



- Sales are increasing every year. Why?
 - Healthy sales in North America and China. Struggling in Thailand, India and South Africa.
- Look at the difference in profit margin compared to Toyota.
 - While Toyota reduced operating costs in order to improve their profit margin, Nissan reduced the price of their cars, leading to increased sales but slower growth overall.
 - What can Nissan learn from this and what should they be focusing on?
- What is Nissan's future business plan and what does it set out to achieve?
 - Nissan introduced a 'Nissan Power 88' business plan aimed at raising both profit margins and worldwide market share to 8%

※ Try to write a Statement of Purpose based on the above figures and information.

※ To find out more about the eo/ database, please attend one of the eo/ seminars hosted by the APU Library.

“Company Research Sheet” Example

Use the Company Research Sheet in your job hunting schedule book and start your research in your own styles.

企業名 Company name	
APU Corporation	
代表者氏名 Name of company representative	Ajia Ritsumei (President and CEO)
基本情報 Basic info	
創業年 Year founded: 社史 Founder, Company History in 2000 Listed in TSE First Section in 2010	売上高 (※事業別・地域別) Sales (*by business・by region) 株式区分 Division of stock 370 billions (domestic : foreign = 60% : 40%) TSE First Section
経営理念 Management philosophy Creating new possibilities for the future	業務内容 Business Content Manufacturing, processing and distribution of architectural and steel materials
求める人材像 Type of human resource needed People who have a cultural awareness and can act autonomously	
募集職種・条件 ※給与・勤務地等 Details on vacant positions *Salary, Location, etc. Position in Sales, starting monthly salary : 180,000 yens Tokyo, Osaka, 8 other locations in Asia	連絡先 ※採用担当者名、TEL・Eメール等 Contact info *person in charge of recruitment (Tel. Email.) Mr. Jumonji (HR Dept) 03-0000-0000
事業について About the business	
主力商品・サービス Product Manufacturer・Service provider Steel material for construction; aluminium materials; construction materials; ALC exterior walls, panels and planks *manufacturing is done in-house, so cost reduction on manufacturing, sales and some other logistics	
対象となる顧客 ※一般消費者、企業、官公庁等 Target market *Consumer, Business, Government, Public service etc. Businesses (Tiac Limited, Asa Manufacturing, Kejun Design, etc.)	
今後の事業方針 Vision・Mission・Future Policies To establish as a well-rooted company offering great construction materials in Asia Considering possibilities in infrastructure of large urban planning projects, drainage system, underground railways and highways	
同業他社との比較 ※業界内順位・強み・弱み Comparison with competitors *Ranking・Competitive advantage & competitive disadvantage Ranked third after TSRW Limited and FIR Corp. Strength: growth, international expansion (mainly in Southeast Asia) Weakness: progression within Japan as demand decreases. → Expectation on the future expansion in Asia	
その他 ※CSR、社会貢献、最近のニュース等 Other *CSR activities, recent updates, etc. Earthquake reconstruction support, childhood education support (building school in Laos), contributing to CO2 emission reduction, ISO14001 Certification, development of hybrid materials better adapted to new global conditions	

働く現場について About the actual work place

社風 ※年齢層、男女比、教育制度、風通しがよいか、チームプレイ型 / 個人プレイ型 等

Corporate culture *age group, gender ratio, career enhancement, professional relationships, team or individual based, etc.

Many employees in their 20's and 30's; a place where new employees can also be active and contribute; work to be done in teams of 3-5 persons; new employees partnered with a mentor; open work environment; many cases of new employees being in charge of new projects

Turnover rate after 3 years of employment: 40% ← perhaps to get a higher position?

その他 ※1日の業務、働く上で重要視されること、社員の雰囲気 等 Other *Work load per day, recognition of your contribution, etc.

Independently and proactively thinking and behaving; clearly stating own opinions; depending on position, working at the company or doing rounds outside

採用選考スケジュール Schedule for recruitment and screening

1 応募締切日 Deadline for applications	March 3 rd , 18:00	5 1次選考 (GD) First selection (GD)	June 1 st , from 10:30 @ Osaka Branch Office
2 企業説明会 Company info session	March 4 th , from 10:00 @ Asahi Building (Osaka)	6 2次選考 (個人面接) Individual Interview	June 3 rd , 15:00 @ HQ
3 ES 締切日	April 15 th , 18:00	7 最終選考 (個人面接) Last step: Interview	June 4 th , 11:00 @ HQ
4 筆記試験 Written exam	May 14 th , from 10:00 @ Asahi Building (Osaka)	8	

✕モ Other important info

meeting with an alumnus : Mr. Taro Beppu / International Sales Dept on March 22nd

Set up a new office in Ho Chi Minh, Vietnam last year. Fast-paced work environment where employees are highly motivated

The atmosphere changes depending on the position, may not match every person.

(One can ask to be in a certain role from the second or third year of employment)

Turnover rate: as this is a young company, there were many people leaving in the early stage. Currently the number of years of continuous service is increasing; there are many people in their 40's or 50's.

Rotation of job every 3-5 years; best work environment for those who like challenges

When work is related to international affairs, have to work a lot of overtime to match the business over there

Many business trips abroad; physical and mental coping skills needed

The Company Research Sheet can be downloaded from the Career Office's website