

## IBISWorld gives students an edge in job interviews

### Which sector suits me? Nervous about upcoming interviews? Not sure where to start?

IBISWorld Industry Reports can better prepare students for interview and job success. The more a student knows about a hiring firm, its competitors and the industry in which it operates, the more likely they will **“talk the talk”** at interview time.

IBISWorld Report Chapters	What is it?	How can I use it?
Industry Performance	Wider knowledge of last 5 years of industry performance, current trends, major activity etc.	<ul style="list-style-type: none"> <li>💡 What industry <b>figures and trends</b> a potential employer is operating in?</li> <li>💡 What are the <b>interview questions</b> likely to come up (What do you know about...)?</li> <li>💡 What questions should I ask to <b>demonstrate my commercial awareness</b>?</li> </ul>
Industry Outlook	Forecasted performance for industry over next 5 years.	<ul style="list-style-type: none"> <li>💡 How do I demonstrate I am thinking about my future employment at a company <b>and future challenges</b> I may face in the role?</li> </ul>
Industry Outlook: Life Cycle	Industry life cycle	<ul style="list-style-type: none"> <li>💡 Growing and mature industries are more desirable to enter.</li> </ul>
Products & Markets: Business Locations	Where companies are physically located	<ul style="list-style-type: none"> <li>💡 Where are the jobs <b>located</b>?</li> <li>💡 life implications of a particular career path --do I need to <b>relocate</b>?</li> </ul>
Major Companies	Main players in the industry	<ul style="list-style-type: none"> <li>💡 Are they doing anything new or innovative to talk about at interview?</li> <li>💡 Who are my potential employer's <b>competitors</b>?</li> </ul>
Key Statistics: Wages	Average wages	<ul style="list-style-type: none"> <li>💡 What's the potential <b>income and salary</b> level for this industry?</li> </ul>
Key Statistics: Employment	Total number of Employees in this industry	<ul style="list-style-type: none"> <li>💡 Are employee numbers growing and therefore have <b>more job opportunities</b>? Or are they on the decline, and entry level jobs are likely to be those most affected?</li> </ul>