Researching A Brand Questions

1. What products/brands does the corporation sell?
2. What is the corporate mission statement?
3. In which countries are the products made?
4. What is the corporation’s policy on social responsibility?
5. What is the corporations’ administrative structure? CEO, presidents.
6. Provide a brief history of the brand.
7. What are some of the recent news releases from the corporation?
8. What negative criticisms of the corporation can you find?