**Why do you want to work for this company?**

You need to know the following:

* Company structure, finances, products and services, key staff
* Customers and competitors
* Market trends and challenges
* Outline your relevant skills and experience that can make a difference to the company.

**What are your strengths?**

Highlight what you are good at and how this helps in a work situation.

If you can focus on what you know they are looking for, they will be able to see that you have the right skills for the job. The job advert or person specification will give you the information you need about their requirements.

**What would you say are your weaker areas?**

Keep your weaknesses technical not personal. No-one wants to hear you saying you like to gossip or you spend too much time playing computer games. Your weaknesses need to be solvable, manageable deficiencies that you overcoming or learning to eradicate. The interviewer wants to see:

* How you approach a difficult question.
* Whether or not you recognise your weaknesses (we all have them)
* What you’re doing about them and whether your individual strengths and weaknesses (they’re usually related) make you the right candidate for the job.