

PROBLEMS AND PERSPECTIVES OF BENCHMARKING IN UKRAINE

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The article examines the definition of the essence of the category of "benchmarking", describes the goals of the use of benchmarking as an instrument for the search and substantiation of administrative decisions on increase of competitiveness of enterprises. The article deals with the nature and characteristics to use benchmarking in the enterprises activity under the current economic conditions

Benchmarking as the direction in the modern economy is a fusion of methods in management and marketing technologies, and is one of the fundamental business processes in modern companies, allowing a systemic approach to identify key targets for its development and enhance the effectiveness of the corporate management.

Benchmarking is the way to improve various strategic areas (including economic) that is based on a comparative strategic analysis with industry leaders, which consists of estimation of the own and sectorial efficiency, identification and studying of the industry

leaders and implementation of results from the best examples in own activities.

Benchmarking can be applied in all areas of company activities (marketing, production and sales, logistics, etc.). It can be regarded as one of the most important areas in marketing oriented strategic research. Currently, the study and analysis methodology of this economic category has not acquired a clear form yet, but actively is leading to it. This topic is relevant, because many large, medium and even small companies perform benchmarking in their activities, and in many cases, they manage it quite well.

Enterprises must develop activities to study the "best" products and marketing processes, used by competitors and companies working in similar areas to identify possible ways to improve their own methods.

It is believed, that the country's economy will benefit through this experience sharing. Therefore, Ukrainian producers adopt benchmarking method to stabilize the country economy and get out of the economic crisis.