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## USE OF BENCHMARKING IN THE COMPANY MANAGEMENT SYSTEM

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**Abstract.** *The article examines the theoretical views of scientists on the notion of benchmarking. Benchmarking provides for creating additional competitive advantages. Let's define the aspects of use of benchmarking in the control system of some domestic and foreign leading enterprises. The rules to be followed using benchmarking in the company management system have been suggested.*

**Keywords:** *benchmarking, company, efficiency, process, rules.*

Benchmarking is the most effective method for determining the objective of the organization according to the market demand; it is a process of comparison of activities of different companies to be highly competitive on the market.

Benchmarking provides for creating additional competitive advantages. Determination and understanding the aim of benchmarking helps company managers to do everything the right way to stay in business during different crisis situations and provide the opportunity of reaching higher competitive level in future.

Determining the differences of compared company, the reasons of its differences and identification of opportunities to improve the object of benchmarking was identified to be the main task of benchmarking.

Different approaches to the process of use of benchmarking in the company management system by different authors have been also analyzed. We believe that the only way to achieve the desired result is to follow the next steps of use of benchmarking in

the company management system: planning, data collection, analysis, adaptation, implementation, control and estimation.

Let's define the aspects of use of benchmarking in the control system of some domestic and foreign leading enterprises. The experience of use of benchmarking in USA and Japan was reviewed.

In both countries benchmarking has evolved with intensive government support. The exchange of experience between companies has streamlined their activities and positively affected the economy of the countries.

During the use of benchmarking in the management system of some domestic companies following problems have been occurred: inability to compare the experience of Ukrainian companies and the experience of Western countries; wrong understanding of the toolkit and the aim of benchmarking, etc.

The rules to be followed using benchmarking in the company management system have been suggested.

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