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BENCHMARKING AS A WAY TO AVOID CRISIS PROCESS AT THE ENTERPRISE

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Abstract. *The article is about benchmarking, which is an effective method of managing a business by leveraging the experience of the most successful companies. In the frame work of this work, the feasibility of using benchmarking as an enterprise crisis strategy was substantiated.*

Keywords: *benchmarking, strategy, enterprise, crisis.*

It is not news, that the success of each business depends on many factors. One of the most important factors is the effective management of the entity. And that's why rational management can help to avoid many crises. So, one of the effective anti-crisis strategies is benchmarking,

Benchmarking is a process of measuring the performance of a company's products, services, or processes against those of another business considered to be the best in the industry. Many economists have considered the essence and value of benchmarking in their works: R. Camp, B. Andersen, N. Afanaseva etc.

However, it is still important to analyze the basics of benchmarking; to evaluate the possibilities of using this anti-crisis instrument at domestic enterprises; consider the main advantages and disadvantages. This is the main goal of the article.

There are many definitions and types of benchmarking. Also. It is important to understand, that the main tasks of anti-crisis measures are early diagnosis and anticipation of the future crisis, adaptation of the enterprise to changes, balance restoration and maintenance of comfortable conditions of existence. But, the most important is the procedure for its application as an anti-crisis step.

Benchmarking includes five stages: planning, analysis, integration, actions and result.

As we can see, benchmarking as an anti-crisis strategy concerns everything: principles of functioning of processes, technologies, qualitative parameters of production, performance indicators not only of the enterprise as a whole, but also of the analysis of economic activity of structural units. Such detailed diagnostics and planning based on the results of successful companies can really be an effective anti-crisis strategy.

It is real to adaptate benchmarking in Ukraine, but there may be some

problems: associating benchmarking with intellectual espionage; unwillingness of successful businesses to share experience; shortage of personnel with knowledge in this field. However, there are also significant advantages of benchmarking: the acquisition of new knowledge by the enterprise; a clear view of their own position in the market; timely identification and resolution of problems.

Therefore, benchmarking can really serve as an effective mechanism for overcoming crisis in enterprises.

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