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## **BENCHMARKING AS A TOOL OF IMPROVING THE EFFICIENCY OF ENTERPRISE ACTIVITY**

The article is concerned with research of an essence of the notion of benchmarking as a systematic way of identifying, understanding and development of the best in quality products, services, designs, equipment, processes and practices to improve the real effectiveness of an organization. The basic concepts of benchmarking are offered, which were presented by both foreign and domestic scientists. The main types of benchmarking are singled out such as internal benchmarking, competitive benchmarking, functional benchmarking, process benchmarking, common benchmarking, associative benchmarking and global benchmarking. The peculiarities of benchmarking introduction in enterprises are determined. The essence of benchmarking is identified that can be used as a reference object of depth research. The goal of benchmarking using is formed, which consists in improving the efficiency of its own operations and gaining competitive advantages. The subject of benchmarking is defined as technology, production processes and methods of production, market-

ing, and also security. Conditions, based on which the selection of benchmarking type in order to implement it in the enterprise, are stated. The basic principles of benchmarking are given such as reciprocity, analogy, measurement, certainty. The main stages of benchmarking introduction in enterprises are determined – benchmarking definition of the object, the choice of benchmarking partner, information search, analysis and implementation. The tasks, which enterprise solve by using the benchmarking tools, are formed. A number of problems that can hinder the success of benchmarking introduction are outlined. The main objectives of benchmarking in the effective management of the enterprise are given such as identification of the best achievements in the field of enterprise specialization on each period of time; focus on achieving higher results in the near future.

The main advantages and disadvantages of benchmarking introducing in business activity are given. The impact of benchmarking to improve efficiency of enterprises is covered.