

# BENCHMARKING

MADE BY 1<sup>ST</sup> COURSE STUDENT  
151 GROUP «MANAGEMENT»

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# SHORT OVERVIEW



- BENCHMARKING — THE PROCESS OF COMPARING OF BUSINESS PROCESSES AND COMPANY WORK RESULTS WITH THE BEST COMPANIES IN THE SAME SPHERE WITH THE SUBSEQUENT IMPLEMENTATION OF CHANGES TO ACHIEVE AND MAINTAIN COMPETITIVENESS

# WHAT IS BEING COMPARED IN BENCHMARKING PROCESS

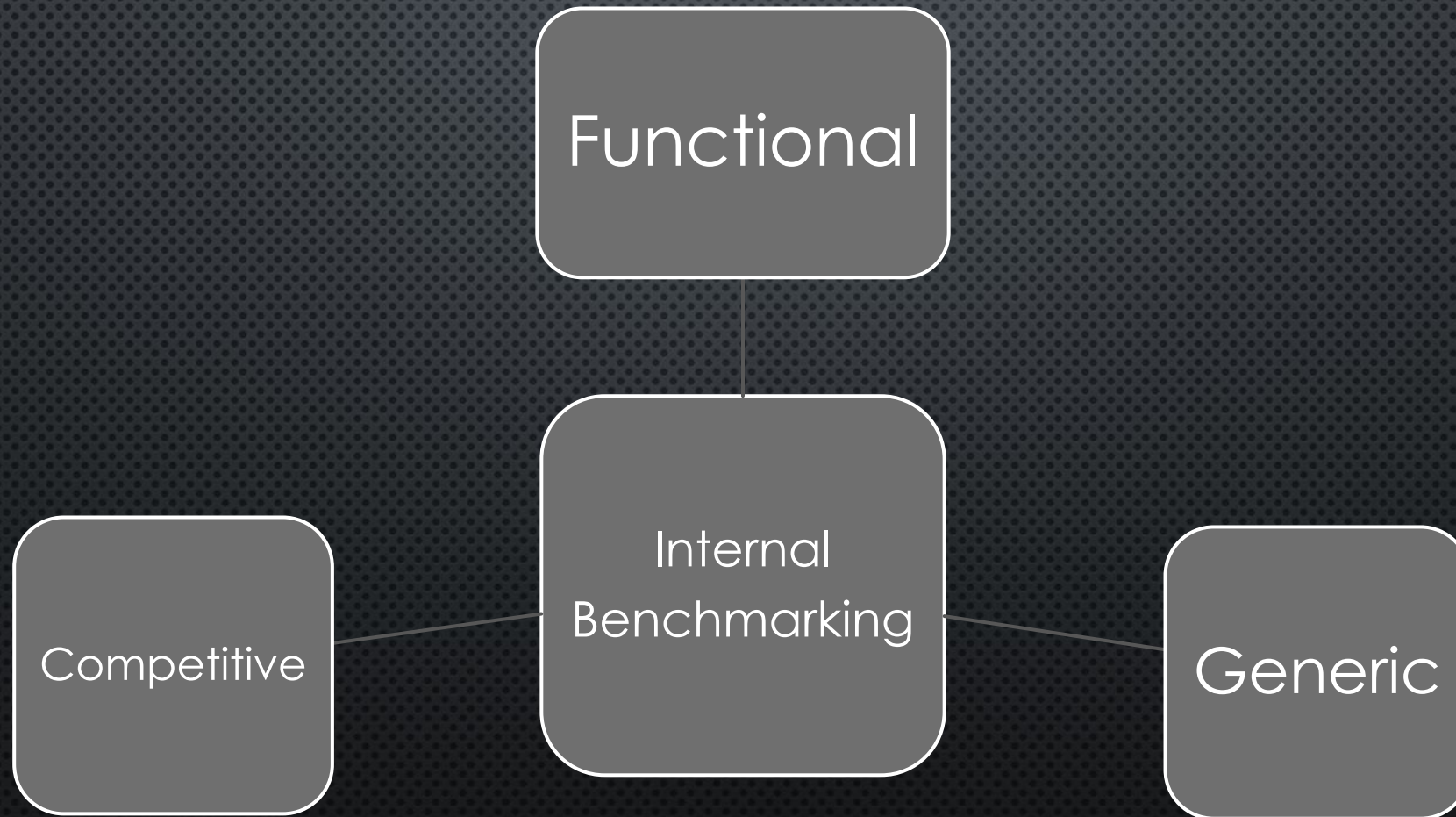


- PRODUCTS AND SERVICES
- FINANCIAL PERFORMANCE
- BUSINESS PROCESSES
- STRATEGIES
- FUNCTIONS, GROUPS AND ORGANIZATIONS



«SOCIAL NETWORKS LIKE LINKEDIN, FACEBOOK И TWITTER AFFECT BUSINESS PROCESSES THROUGHOUT THE WORLD. THEY ARE VERY USEFUL FOR THE DEVELOPMENT NEW WAYS OF BENCHMARKING»

# Types of benchmarking



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