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## **ESPECIALLY THE USE OF BENCHMARKING IN UKRAINE**

Nowadays, most chief executives in Ukraine consider benchmarking as a regular competitors' analysis or market research. The present level of competition forces companies to find more sophisticated ways to improve the product qualities and services. The relevance this problem is increased with the growing globalization of the world economy and Ukraine's accession to the World Trade Organization (WTO), which, therefore, dictates the need to find new tools for creating a sustainable competitiveness of domestic enterprises in the strategic perspective.

How to become a leader in this market segment? What products do the main competitors manufacture better? In addition, how to implement successful and proven solutions? These and some other questions have recently begun rather popular direction called benchmarking. The purpose of benchmarking is to establish the probable success of the business based on the product study.

The success of the benchmarking project is highly dependent on the definition of the marketing spheres, which will be compared. There are many problems, but only such issues as financial activity, product characteristics and price are solved. More flexible and more detailed indicators are used less frequently: it is difficult to identify the target-matching object and analyze the information received. The objects to compare are the indicators related to the key -success factors of the competition.

The majority of Ukrainian entrepreneurs don't use the benchmarking because they don't know much about it. Moreover they are not aware of valuable projects, which Ukrainian consulting firms could offer. However, we can notice the elements of benchmarking in many projects connected with the methods of work improvement at many Ukrainian enterprises. The first example of the benchmarking is the company's quality system certification according to the standards of the International Organization for Standardization (ISO), which increases the competitiveness of Ukrainian products, which appear at the international market. So, the certification process is the benchmarking process. In order to be certified according to ISO, the company should adapt its business processes and internal activity to the requirements of ISO. The best-known examples of successful certification of Ukrainian companies according to ISO system are Brewery "Obolon", Lutsk Bearing box Plant and the plant Ambulance. The certification of these enterprises was carried out with the participation of foreign consultants.