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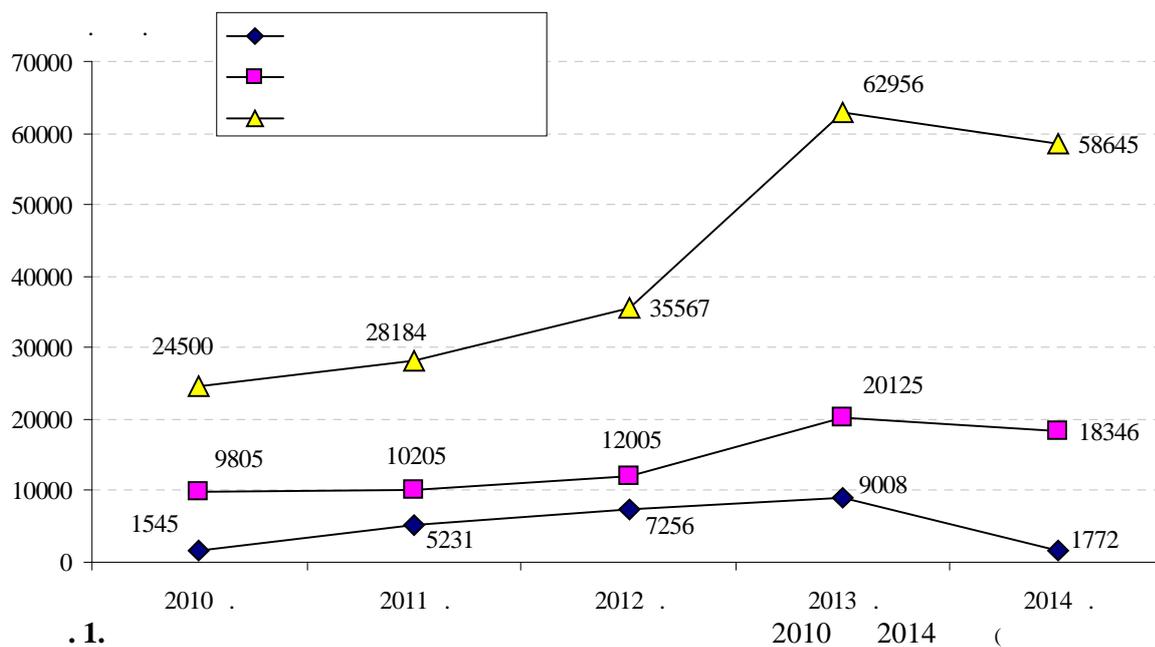
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BENCHMARKING AS THE MODERN INSTRUMENT OF ENSURING ENTERPRISE COMPETITIVENESS

The article discloses the concept of a benchmarking as modern management technology, which assists in increasing the competitiveness of the enterprise; the benchmark analysis which shows the main shortcomings of enterprise financial activity is carried out; the ways of increasing the competitiveness are offered.

Keywords: benchmarking, competitiveness, analysis, management.

[1].

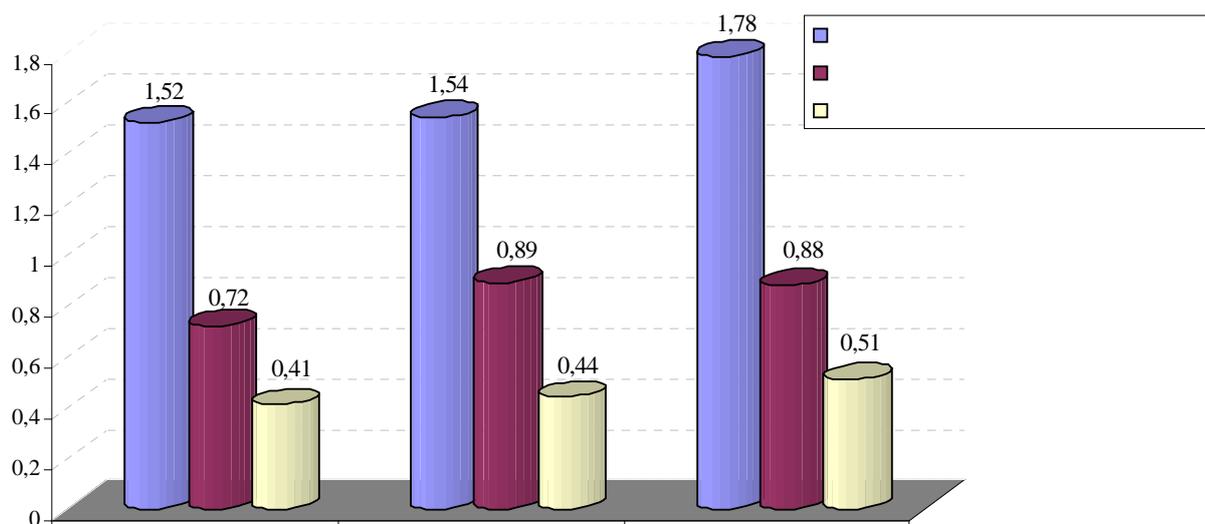


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	1,52	1,54	1,78	> 1
	0,72	0,89	0,88	0,7 – 1
	0,41	0,44	0,51	> 0,2 -

* [3]



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