

ENHANCING BENCHMARKING EFFICIENCY IN THE CONTEXT OF ENSURING COMPETITIVENESS OF AGRARIAN ENTERPRISES

Within the article, promising areas of the use intensification of the principles and methods of benchmarking in practice by domestic agricultural enterprises are investigated.

It is substantiated that measures to intensify the use of agricultural benchmarking in Ukraine should be divided into two groups: intra system – a system of determinants, the use of which allows to increase the level of knowledge of the management of the agricultural enterprise about the possibilities of benchmarking, its advantages for further work; macro system – measures of general, joint work of agricultural enterprises to increase the interest of agricultural producers in the benchmarking use.

Advantages of the benchmarking use for domestic enterprises in the context of ensuring their competitiveness are identified. It is noted in the article that domestic producers do not actually use the method of benchmarking in the management process. However, the potential of this method for the transformation of agricultural production is significant, in particular, strengthening its competitive position, achieving increased customer satisfaction and loyalty.

Priority directions of the agrarian benchmarking development in Ukraine are defined, such as: assistance in advanced training of employees of agricultural enterprises; development of agricultural consulting; development of the agricultural benchmarking infrastructure; deepening cooperation with international organizations, increasing the level of information support for the development of agricultural benchmarking in Ukraine in order to increase the efficiency and competitiveness of agricultural enterprises.

The system of the benchmarking implementation must comply with the basic principles of working with such data, including - uniformity and comparability; correctness; systematicity; intelligibility; topicality.

It is concluded that the introduction of benchmarking in the work of agricultural enterprises is important from the standpoint of the formation and strategic guidelines for the development of such entities. The use of this technology makes it possible to obtain a significant number of benefits. In addition, its widespread use by agricultural producers in general allows obtaining systemic effects from the benchmarking promotion.

Keywords: agricultural benchmarking; competitive agricultural enterprises; competitive strategies; economic potential; efficiency of agricultural enterprises.

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