

enchmarking is a business tool, used by the organization to bring improvement in their performances by studying and learning from the best practices and analyzing the processes of the leading organization to be successful. Benchmarking does not mean that an organization has to copy the exact processes and the practices of those top leading organization in the market. It means that those organization who want to achieve the same standard, performance must bring some innovative idea and to adapt it according to the needs of the company. This process can be applied to many different levels and areas, ranging from the public sector of industry to the manufacturing one. It is considered to be a dynamic process which evolves with the experience of the company and applied to different cultural and organizational setting.