

# UTILITATEA CERCETĂRILOR ÎN DOMENIUL BENCHMARKING- ULUI ÎN MEDIUL CONCURENȚIAL COMERCIAL ROMÂNESC

## THE UTILITY OF RESEARCH IN BENCHMARKING IN THE ROMANIAN COMPETITIVE ENVIRONMENT

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**Abstract:** The necessity of studying the technique of Benchmarking is that it can be regarded as an essential concept in getting the performance of enterprises in a competitive environment in constant transformation. The objective of this work consists in the development of solutions to reduce the lack of efficiency (competitiveness) of Romanian commercial companies based on designing a theoretical tool, model of Benchmarking, through which Romanian commercial organizations learn how to compare with other companies. Investigative approach was achieved through documentary analysis and elaboration of a methodological research plan. As documentary sources were used: publications, research studies, consulting firms, chambers of Commerce, the primary documents of the organizations. Issues pursued in documentaries were: the features of the business environment, and the relationship Organizational Diagnosis-Benchmarking-Performance and a model of the Benchmarking study to ensure customer satisfaction and improving trade.

**Keywords:** competitive environment, performance