



Möglichkeiten und Grenzen des Benchmarking (German Edition)

Dana Wötzel

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Controlling, Note: 1,3, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, Frankfurt früher Fachhochschule, Sprache: Deutsch, Abstract: 1 EINLEITUNG

1.1 Einführung

„Warum sind andere Unternehmen erfolgreicher als wir?“ Diese Frage stellen sich viele Unternehmen in der derzeitigen wirtschaftlichen Lage. Um dies zu beantworten, wird die Methode des Benchmarking gewählt. Gibt man in die Internet-Suchmaschine „google“ den Begriff Benchmarking ein, werden ca. 40,5 Mio. Ergebnisse für diese Anfrage angezeigt.

Grundsätzlich ist Benchmarking eine neuere Form des zwischenbetrieblichen Vergleichs, bei dem die Basis eine Analyse des eigenen Unternehmens ist. Mittels dieser Analyse gilt es, sich mit „den Besten“ zu vergleichen und von diesen zu lernen, um eigene Produkte und Prozesse zu verbessern. Denn nur wer die Konkurrenz kennt, kann ebenfalls zu Spitzenleistungen fähig sein.

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