

BENCHMARKING APPLICATION IN FIRM WHICH FABRICATE CHAMOTTE BRICKS

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ABSTRACT

Benchmarking is a process where companies compare their performance over time against their competition. You'll find there are areas where you are better than most. You'll also see areas where significant improvement is available. The point of benchmarking is to focus your efforts where you can get the best return. You want the most improvement with the least investment. The goal of benchmarking is basically to learn from others best practice. It has to be noted that, especially concerning environmental issues, costs and benefits cannot always be expressed in quantitative terms. Also, benefit like the creation of network and partnership are difficult to quantify.

Keywords: benchmarking, chamotte bricks,

1. INTRODUCTION

The point of benchmarking is to focus your efforts where you can get the best return. You want the most improvement with the least investment. [2]The goal of benchmarking is basically to learn from others best practice. Benchmarking is a process where companies compare their performance over time against their competition. You'll find there are areas where you are better than most.[3]You'll also see areas where significant improvement is available. Environmental benchmarking is a on of the tools for environmental management system. As we know environmental management system is a very important part of management and management system.

2. ANALYSIS

In advance we had a two chamotte brick XY and ZY companies which had a problem with there cost. One of mention company had also more other problem as a system of distribution and material delivery. As a first we start to search on internal and external area of our problematic company and after we did the same search in our benchmarking partner company. We had found a couple similar factors which were quantify. Mention factor are in table 1.those factors were most successful in both company. Those factors had a very high range in area of environmental protection. Score is on scale form 0- 50 where 50 is a best score in environmental protection a 0 is the worst.

Table 1. Successful factors of firm

<i>Internal factors</i>	<i>Firma XY</i>	<i>Firma ZY</i>
Consumption force	47	50
Marketing	45	46
Development and research	40	42
Production	38	37
Distribution	30	28
Financial sources	35	40
Image	37	37
Quality/dependability	25	28
<i>External factors</i>		
Ecological questions	26	30
Market amounts	40	38
Branch profitability	40	40
Technology	35	42
Employee attainability	40	48
Legislative questions	40	40

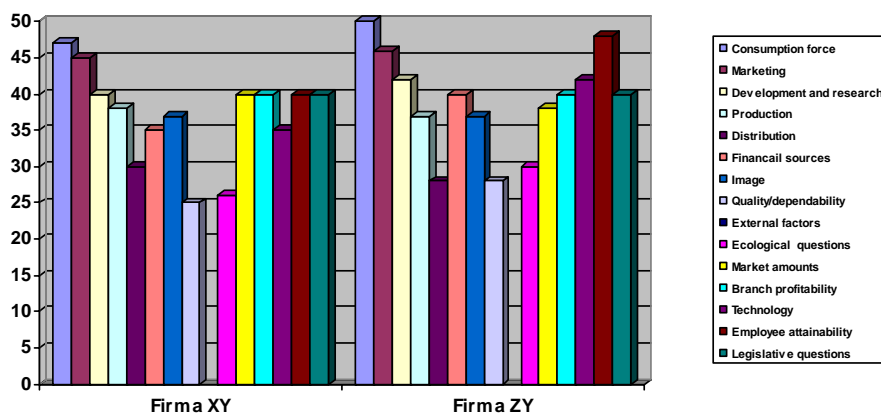


Figure 1. Graphic presentation of internal and external factors

On the base of mention search we can see which factors are better or worst for each of companies. From those we saw what companies consider as a strong opportunity for company. From factors we know so the main view in company XY is on orientation on factor with low value which depress there competitiveness on market. From data we achieve we made a SWOT analyses for companies and finally we solve problem and prepare some suggest improvements. Results of SWOT analyses are describe on following figures.

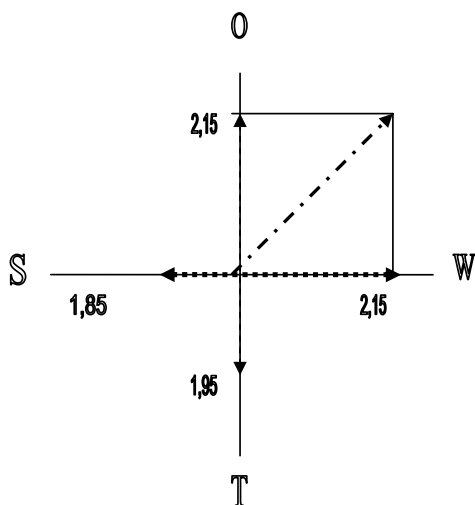


Figure 2. Results of analysis for XY

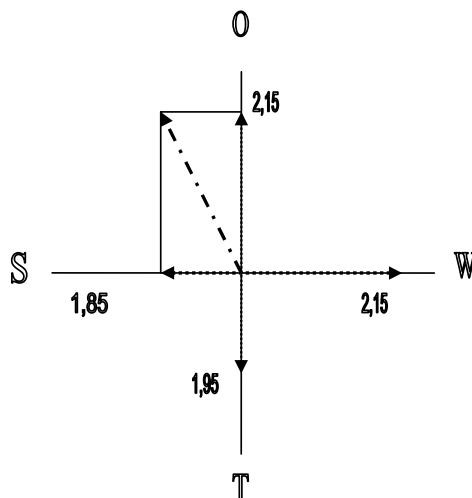


Figure 3. Results of analysis for ZY

3. PROPOSAL

The final results were to decrease costs from raw material and its delivery to company for manufacturing. On the base of earn information from analysis we can advise figure 3 ZY company to use in practice offensive type of strategy and utilize there strong position on market. The company should have orientation on interfusing to new market, make a better new service and hold a standard for clients needs. This condition can keep only company which do not forget also on there worst sides and weakness and will minimize this effects. The company should monitoring competitive activity and not underrate there strong sides. Conclusion of these analysis shows to us so the company ZY is strong on market in good condition which can exploit strong position on market and use an opportunity.

Figure 2 show to us so the company XY have much more weaknesses. We must to observe so not even on repression of all weaknesses not must have expected effect on company because a costs needed on transformation into strong sides should not bring acquisition to company. Focus is mainly on opportunity in which company have most strong side or into the return of investment.

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