Benchmarking plays a critical role in Apple's strategy for overcoming barriers in the global market by allowing the company to identify and integrate industry best practices. By systematically comparing its operations with those of industry leaders, Apple is able to enhance its supply chain management and reduce inefficiencies, particularly in perishable product logistics (Ref-f907260). This approach not only aids in refining logistical operations but also fosters innovation by adopting successful strategies observed in competing firms. Furthermore, Apple's strategic financial investments in R&D and technology acquisitions complement its benchmarking efforts by strengthening its market position and mitigating barriers to entry (Ref-f907260). Through this dual approach, Apple effectively navigates the complexities of global market dynamics, ensuring its sustained competitiveness and adaptability in a rapidly evolving landscape.