

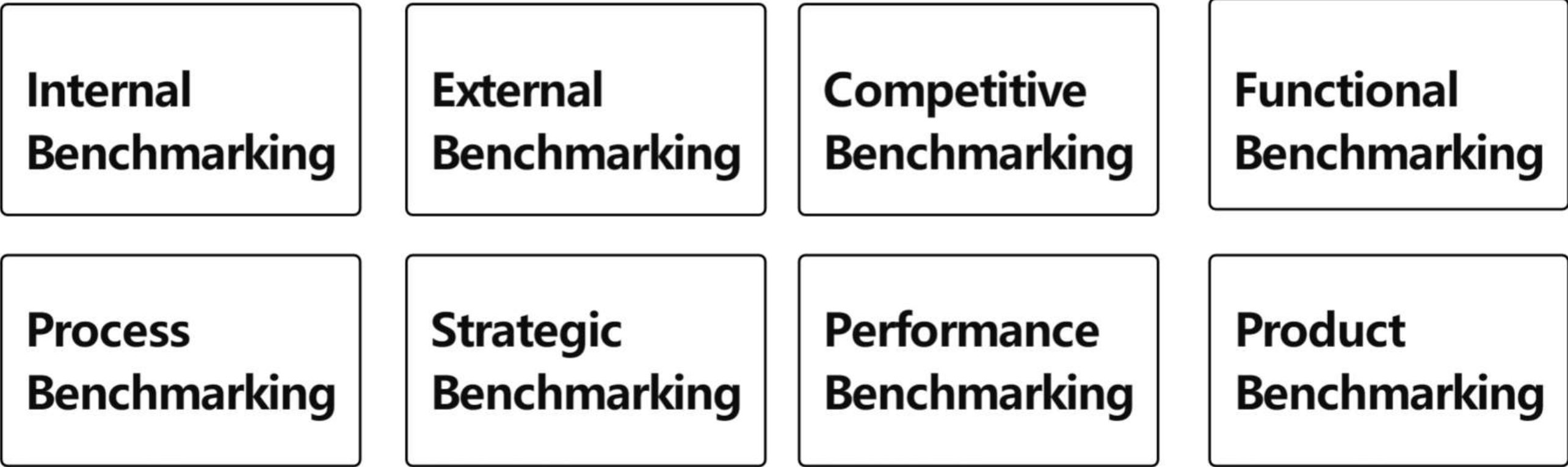
BENCHMARKING

Authors: Xingyu Yan & Yuqi Zhang

INTRODUCTION

This poster provides a detailed discussion of benchmarking. Using leading competitors or leaders in the industry as benchmarks, by continuously comparing various indicators, companies constantly Review and improve their products, services, and practices, thereby achieving the goal of enhancing business performance.

CLASSIFICATION



MOTIVATION

- Gap Identification and Direction Clarification
- Innovation Inspiration
- Resource Utilization Efficiency
- Standardization and Consistency Achievement

CAUTIONS

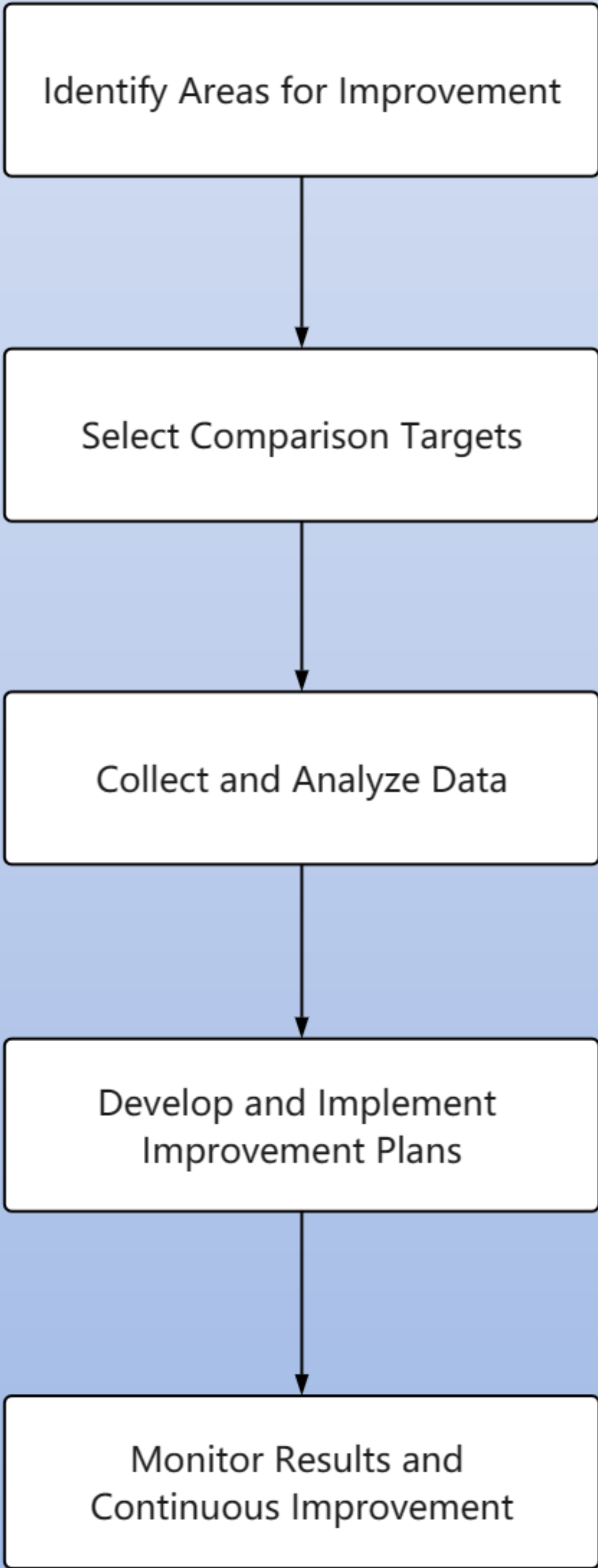
- Trust and Openness
- Clear Definition and Specific Objectives
- Comprehensive Analysis
- Considerations of Own Aspects

STEPS EXPLANATION AND APPLICATION

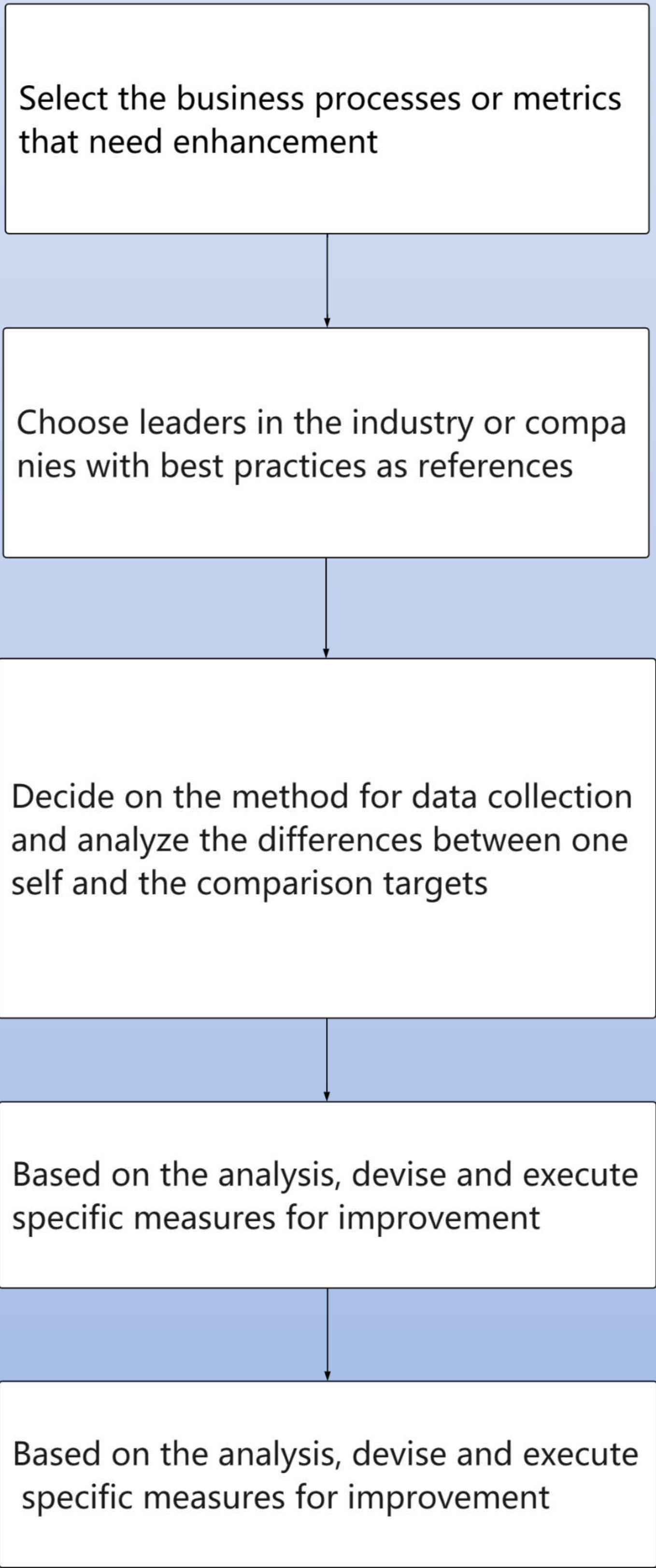
Southwest Airlines were struggled by inefficient flight operations and poor customer satisfaction due to its dismal time management. Other airlines couldn't be benchmarked because they faced the same challenges. So, Southwest paid attention to other industries...



Steps



Explanation



Application

