

## ABSTRACT

Educational qualification of bachelor thesis on " Development strategy of using benchmarking approach (on example of LLC "Napoi Plus")" includes 88 pages, 32 tables, 9 drawings, 4 formulas, 1 attachments. The bibliography list consists of 37 items.

**The study aim** is: to study choices of development strategy using a benchmarking approach.

**The object** of the study is: strategic management of LLC "Napoi Plus".

**The subject** of the study is: study development strategy of LLC "Napoi Plus" using a benchmarking approach.

**The following methods** were used in this thesis to achieve this goal: systematic, observation, comparison, synthesis, analysis and synthesis, induction and deduction. Data from financial statements have been used for analytical information. The theoretical basis of the study is the work of leading foreign and domestic scientists are devoted to strategic development industrial modern enterprise.

**The practical significance for the company.** Proposed in the approaches to the development of enterprise strategic alternatives can be used in practice domestic industry. Results of the study will allow businesses to plan efficient strategy development based on market trends and priorities of the company.

**Keywords:** *enterprise strategy, benchmarking, competitiveness, external environment, internal environment.*