

ABSTRACT

At present, economy has changed rapidly and the competition in this business is getting high which causes the integrated circuit subcontractor to learn and seek the effective method to develop the organization in order to compete and survive in the present condition (Competitive Advantage). The best method that brings the business to success and reach their goal efficiently and effectively benchmarking method. Benchmarking is the method of comparing the working process or practical process of one company with the better company, and applying the comparison result to improve themselves. Benchmarking and Best Practices have a close relation in that Benchmarking is the way to get Best Practices. At the same time, Best Practices is important database in order to make Benchmarking. The excellent method or Best Practices is the comparative word, means way or practical method in any matter that leads the organization to their goal to achieve their objective in customer satisfaction, human resource Focus, process management effectively and efficiently. Best Practices method helps the integrated circuit subcontractor in Thailand to reduce timing of improvement the effectiveness of organization by studying from the Best practices of the integrated circuit subcontractor in Thailand and applying to use in their company appropriately. Moreover, if the best practice information is studied and collected systematically, it will be useful for benchmarking which is another method to increase the capability of competition in the organization and in the integrated circuit subcontractor business eventually.