The benchmarking is one of the effective and qualified management methods that can develop the economy of a nation, the benchmarking process can be used to develop almost any process. However, it was rarely applied in the marketing and the competitive field. It was first appeared as a separate management field in the early 80, but it was significantly developed in the 90 by many managers, theorists, especially "Robert C.Camp", in that time the benchmarking theories, concepts, and methodologies were developed into the benchmarking process that we know now. In the other hand, the competitive strategy is the second field that we will discuss in this document, we will treat this subject by focusing on "Michael Porter's" ideas and point of views especially the ones he discussed in his book "The competitive Advantage" published in 1985. By combining the two concepts together, we will structure a global idea about the benchmarking process related to the competitive aspect including the competitiveness of an industry, the competitive advantage, and the competitive strategy of an organization.

In this document, we have used some of the new concepts such as the external competitive advantage; which is the advantage achieved by a company in the intangible assets (image, reputation, information, experience, knowledge…). The announcement effect; is the change occurs in the real economic interactions based on a rumor or premature news and facts. The Kaldounien Model; is the model introduced based on the Theory of Ibn Khaldoun which means if there are many interdependent economic variables, we have to develop all the variable simultaneously in order to develop economy or else we obtain a short run development due to the interdependency effect. The circle effect; is the definition of the economic progress based on mechanical view, were every economic phase is like a gear in engine, and to improve the engine speed we have to change the gear diameter.

we chose to discuss the benchmarking approach and its applications in the competitive field for two essential reasons; the first is the growing need for new approaches in the Algerian management in order to develop the economic and the social level and eliminate the Algerian economy dependence for Hydrocarbon sector, which is why we will introduce the benchmarking as a solution for a sustainable development in Algeria. The second reason is that many of my professors agreed that the university and the higher education system improvement is the missing driver for this development process in Algeria.

In order to answer the following question; how can we improve the competitive strategy based on benchmarking process. We formed four hypotheses to confirm; the first is, the benchmarking process is an appropriate method for improving the competitive aspect of an organization, the second is that we can combine between many competitive advantages in order to define the best competitive strategy for a selected organization. The third is, the competitive analysis including the competitive intelligence, data collection and analysis is most effective method to ensure the success of benchmarking in varied organizations, the last hypothesis is that, the Algerian university can benefit from the foreign and best experiences based on benchmarking study.

With the purpose of exploring this subject, we have pursued two principal approaches; the first is collecting the valuable opinions about subject by gathering the related information along with a literature review about the essential and related points. The second is the descriptive analysis approach; after we supposed the existence of positive relation between the internal performance and the external competitive advantage we have designed a questionnaire contain five competitive variables and twenty two-performance variable. Then we have chosen a statistical sample including former university executives and research professors and teachers and university administration staff with no less than five years of experience. Then we have analyzed the data using the descriptive analysis and frequencies rates and variable correlation to obtain reliable results and form an objective opinion about the existing relation then we have introduced the resulted for a future benchmarking process in Algerian university.

Checking the last studies in this field, we did not find a similar study that treats the subject from a competitive perspective. however, we did find an international study close enough to the subject for example; the article published by "Douglas W. Vorhies", "Neil A. Morgan" by the name "Benchmarking marketing capabilities for a sustainable competitive advantage", and the study of Steve Garlick about the case of Australian university by the name "Benchmarking the University: Learning about Improvement".

We divided the study subject into four parts; the first is general idea about the benchmarking, we presented in this part a background study about the benchmarking in order to update the existing benchmarking concepts and methods, and from that, we could form an opinion about his consistency with the competitive process. In the second part, we have presented the most common and known ideas about the competitive strategy, including the competitive advantage definitions by Michael Porter and the defensive and offensive market strategies by Phillip Kotler, this point will clarify the variety of competitive strategies based on multitude of competitive advantages. The third part is about the benchmarking from competitive perspective. We discussed in this part, how we could conduct an actual analysis of competitive abilities based on the case presented in "Douglas W. Vorhies" study, and how can we take into account, the variety of study variables from an organization to another and from a culture to another based on competitive intelligence process. In the fourth part, we conducted a similar study in the higher education system in Algeria, as a way to prove the consistency of this analysis type with Algerian university.