

Research on Financing Strategy of Small Micro-enterprise Based on Internet Finance

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Abstract. With the continuous development of modern science and technology, the Internet in our lives more and more common in recent years, Internet finance began to develop, which some small micro-enterprise financing development has brought difficulties. In the role of Internet finance, to effectively achieve the efficiency of the development of the financial industry to enhance, but for small micro-enterprises, whether it is market share or credibility are very poor. In order to make the micro-enterprises to adapt to the development of Internet finance, the article discusses the financing strategy of small financial enterprises in the background of the Internet, understand the specific difficulties of the current micro-enterprise financing, analyze the main forms of financing in the background of Internet, Effective measures to promote the smooth progress of small micro-enterprise financing.

Introduction

By the impact of information technology development, our living situation has changed very much, mobile payment, cloud computing and large data mining, which makes the traditional financial industry is also moving in the direction of the Internet, but the traditional small micro-business is facing a huge financing problem. Under the action of Internet technology, the speed of financial information transmission can be effectively realized, and the speed of financial information processing can be improved. However, the credibility of small and medium enterprises is not very good, and the problem of Internet financing is more serious. Strengthen the understanding of small and micro enterprises in the process of financing problems, and put forward effective measures to achieve the small micro-enterprise financing level.

Analysis on the Financing Difficulties of Small and Medium - sized Enterprises

From the current development point of view, in the process of national economic development, small and micro enterprises are an important part of the promotion of employment, economic development, accelerate innovation and meet people's needs at this level, played a very important role in promoting. Research shows that small and medium enterprises in the creation of services and the final product this piece of the proportion of more than half of the gross national product, the amount of tax accounted for half of the total, and even led to nearly 80% of the population employment. According to the Trade and Industry Bureau data show that the smaller micro-enterprises about 95% is not and other financial institutions have a loan relationship, small micro-business loans and it is not directly to the value of social creation, the vast majority of the small micro-enterprises in the financing of this piece of demand is not satisfied. With the development of economic globalization, the world's economic situation is more and more serious, small micro-enterprise living environment is more severe, the problem of financing difficult situation is more and more prominent, mainly in the following aspects.

Bank Loans Difficult Problem Is More and More Prominent. Research shows that in the process of looking for external investment, small micro-business preferred object is bank loans. In recent years, banks have also begun to adjust the loan policy for small micro-enterprises, but the impact of the final loan decision or the financial statements of enterprises and the value of collateral

and other hard information. Small business is usually not perfect financial statements do not have a sound financial system, and rarely show the market information, banks and enterprises to retain the information between the symmetry and the bank is difficult to correctly estimate the existence of investment risk. And small micro-enterprise itself is relatively small scale, there is no valuable collateral, there is no guarantor, it is difficult to obtain bank loans. The bank credit has a lengthy cycle, small micro enterprises want to apply for loans to early down, put into the normal operation of enterprises, the two there is a more obvious contrast, will result in the growth of corporate loan opportunity costs.

Cost Of Civil Loans Cost Is Relatively High. From the bank's point of view, the terms of the loan financing is very harsh, and the whole process of loans is also very complex, which for small micro-enterprises is undoubtedly a huge challenge, because the small micro-enterprises themselves are not large enterprises and no one else can guarantee it. On Chinese private market lending rate, it is still very high, compared to the more mature international market, the increase of two to three times the way. The determination of interest on loans is based on the national central bank's benchmark lending interest, which is four times higher. Analysis of the small micro-enterprise financing development report in 2013, we will find that more than 40% of enterprises in the financing of the time, more than 10% of the capital ratio. In the country, the first study on the development of small micro-enterprises had said that small micro-business monthly turnover of almost half of the proportion are in one hundred thousand, the profit is still very low, in a very high loan interest, the company's profits will be a very big impact, will not be conducive to the long-term development of enterprises.

Capital Market Financing Is Not Smooth. Chinese capital market started late, the development yet to be perfect, in order to avoid the operation of the capital market risk, the country will set a higher threshold for corporate finance. In the enterprise profitability, income and capital this will be strictly limited, so many small micro-enterprises failed to enter the capital market financing. At the same time, the operation of small micro-enterprises there is a big fluctuation, many investors to buy high-risk stocks will worry about it is difficult to sell, and cannot be obtained from the middle and the risk of reciprocity, rarely take the initiative investment in small businesses.

Internet Finance and the Main Way of Financing

The traditional financial institutions to analyze the point of view, small micro-enterprise difficulties are mainly reflected in the collection of information, cost control and risk control. In 2007, China began to produce Internet finance, is a breakthrough in the traditional financial, in the way of payment and financial institutions to achieve this innovation, Internet financial products for small micro-enterprises financing to establish a bridge, a small Micro-enterprises can get out of trouble as soon as possible.

Overview of Internet Finance. Internet finance is an effective combination of Internet technology and traditional financial industry, to build a new financial model. The characteristics of the Internet into the traditional financial industry, through cloud technology, large data and search engines and other modern information technology, more convenient and quick to achieve the integration of funds, information exchange, the traditional financial industry is more transparent, A strong participation and collaboration, the cost of the process of investment is also greatly reduced. From the current point of view, the concept of Internet finance, in the academic community of this understanding has not been unified, but some people suggested that through the Internet technology financial activities should be Internet finance, the traditional financial institutions to use the Internet business is financial to the Internet. With the continuous integration between the Internet and financial development, the boundaries between them and you need to strengthen the establishment of the Internet financial model.

Financing of Internet Finance. In recent years, Internet finance has developed rapidly in the world, the use of Internet technology, financial innovation, financial system and service has also changed. In June 2013, Alibaba launched the balance of treasure and the development speed is extremely rapid, in a short period of five months to achieve the stock market fifteen years of the

number of accounts. In 2013, a lot of Internet financial model is also developing rapidly. The development of Internet finance mainly covers online banking, third party payment and network finance, etc., and the financing and supply and demand of capital has deepened into the financial business.

The so-called P2P is a way of borrowing, is point to point, the two sides use the Internet to borrow the third party platform to achieve the match, the need for funds will use the platform to find investors, give a certain interest, capital demand and investment is a two-way choice, and finally agreed. There are two main means of operation, one for the pure line, that is, all the activities are carried out on the Internet, does not involve the line of the audit; two online and offline close combination of offline information on the borrower conduct an audit and conduct online transactions.

Individuals or enterprises if the need for funds, the submission of information to the platform after the audit, the platform will be able to publish the contents of the project technology to the Internet, so as to facilitate the interest of people who can invest. Limited by the issue, the scope of the project is limited, not open to all and many of the chips can only be returned.

The characteristics of Internet finance and small micro-enterprise financing needs are consistent, but also closer to the distance between small and small businesses. The traditional line of borrowing activities to the line, the two sides of the information on the effective integration of loans, market information does not match the situation greatly reduced and the credit efficiency has also been significantly improved. Coupled with the Internet does not have strict interest rate restrictions, the pricing of the currency is completely independent, to speed up the rate of interest rate market speed, small micro-enterprise financing difficult situation has also been eased.

The Analysis of Specific Risks and Put Forward Preventive Methods of Small Micro-Enterprise Financing under the Internet Finance

Analysis of Risks of Small Micro-Business under the Internet Finance. There is a risk in the financing process. Through the relevant official data show that from 2013 onwards, almost 64 companies P2P platform has a difficult business phenomenon, and some even closed down or run away. Take the September to November 2013 this period, the nationwide, almost 40 P2P companies have broken the situation of funds, and even closed the business. The emergence of Internet finance is a combination of modern technology and financial performance, continue to achieve the traditional financial industry innovation, but also increased the number of risks, such as operational risk, credibility of the credibility of credibility, and Internet finance there is a risk in itself.

The law is not sound, the lack of supervision. For now, the development of Chinese Internet finance is still at the beginning of the stage, everything is new, still in the continuous exploration of the forward, in the legal provisions of the Internet does not have the relevant provisions of the financial, which makes some illegal Enterprises can also operate in the context of the Internet, and some even have the crime of crime, such as illegal fund-raising and the absorption of public deposits. Due to the existence of various types of financial institutions, China has carried out a variety of management, the CIRC, the CBRC and the Securities and Futures Commission, etc., for different areas of management, but the management of Internet finance is still blank, the traditional financial regulatory authorities To meet the requirements of the Internet era, the convergence between the various regulatory authorities there are problems, resulting in the supervision of Internet finance there are many loopholes. This is for investors and it is difficult to achieve the guarantee of interest.

Risks in operation. Internet finance, as the name suggests, is the need to achieve the financial platform on the Internet to complete the event, once the operator of the operation of network technology problems, then the risk will be greatly improved, which for investors, will be a huge loss. As the Internet has a very strong virtual, the two sides have no way to truly understand each other, even the identity of the information, the debt recovery to add a very large difficulty, and thus further increase the risk.

There is a risk of credit. In the small micro-enterprise credit information analysis, the Internet is

often used to analyze the data, or cloud computing analysis, the analysis of the results of credit evaluation has become an important basis, to some extent, there is a certain deviation in the calculation. When the borrower does not repay in accordance with the prescribed period, then this will be a huge loss for the lender.

There is a risk in the application of technology. Internet platform has a very strong open, which makes the investment environment is also very open, the entire investment operation only through the computer system will be able to complete. However, once the operation of the computer virus, or hacking, will be on the operation of Internet finance caused a very big risk, which for the investors will also have a bad mood. In addition, there are risks such as customer information disclosure, poor competition between industries.

Measures to Facilitate the Smooth Conduct of Microenterprise Financing. Put emphasis on the financial management capabilities and credit levels.

For small and micro enterprises, in the financing process, the most important issue is the lack of their own credit, while no professional talent support. To this end, small micro enterprises need to strengthen their credit level improvement, and to absorb more professional technical personnel, especially the financial management of enterprises, the first need to strengthen the establishment of the financial system, and second, the need to configure the corresponding professional accounting personnel. As the Internet financial more focus on credit, small micro-enterprises also need to strengthen their credit network credit level of improvement, always strict treatment of the integrity of the problem.

Pay attention to the perfection of Internet financial law. The face of Internet financial problems, we must have the legal system of support, so as to make the Internet transactions have a safe guarantee. In the sound legal provisions, enterprises to enter the Internet financial markets need to have a certain qualification, not anyone can carry out Internet transactions. In addition, the need to establish industry associations, the development of appropriate management systems and norms, require everyone to follow the appropriate standards to complete.

Attach importance to the establishment of Internet credit system and regulatory system. The development of Internet finance is the most lack of regulatory authorities, therefore, the need to strengthen the establishment of Internet regulators, and clear the relevant person in charge of Internet regulatory authorities. Moreover, the need for financial services to establish a complete regulatory mechanism, small micro-enterprises at the beginning of the time, you need to understand the relevant information clearly, to avoid illegal behavior. Under the background of the Internet, it is very important to realize the perfection of the credit system in our country. But at present, there are very large loopholes in the Internet credit information system. The data of the Internet can let the bank enter directly. The evaluation of the reputation of the Internet platform will cause a very large impact and small micro-enterprise financing can be carried out enterprise information database, to provide more complete services.

Conclusion

In general, to strengthen the Internet financial small and medium enterprises financing measures research to promote the development of small micro-enterprises to provide a guarantee, and this is also the inevitable trend of the development of the times. Under the influence of the Internet, the direction of financial development is also increasing, the speed of information processing is accelerating, and the challenges faced by small and micro enterprise financing are increasing. To this end, small micro-enterprise management personnel need to strengthen the understanding of Internet financing measures, the effective use of Internet technology, reduce business risk, to achieve stable development of business.

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