

Financial Management Strategy of Enterprises under the Mode of Value Chain Management

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Abstract: With the development of social economy, there are more and more kinds and numbers of enterprises. In addition, the market competition environment faced by enterprises is more and more intense with shrinking profit control of enterprises. To occupy a position with certain advantages in such a market environment and achieve long-term development, enterprises need to pay more attention to strengthening financial management and constantly improve their financial management ability under the value chain management mode. Under the mode of value chain management, paper explores and analyzes the main contents of enterprise financial management and puts forward the effective strategies of enterprise financial management to contribute to the sustainable development of enterprises.

1. Introduction

Value chain management mode refers to a kind of management mode implemented by enterprises on the basis of value chain, which is in line with the actual development of enterprises and markets at the same time. With fierce market competition, enterprises should pay attention to enhance their core competitiveness. Under the mode of value chain management, the optimization and improvement of financial management mode can be realized, which directly determines the position of enterprises in the market.

2. Main Contents of Enterprise Financial Management under the Mode of Value Chain Management

2.1 Financial Budget

Financial budget is the preparatory work of enterprise financial management under the mode of value chain management. The effective implementation of refined financial budget management can help enterprises to comprehensively sort out the actual operation and financial situation at this stage as well as fully implement the enterprise's business plan in a real sense. However, the traditional financial budget management mode of the enterprise cannot fully integrate the actual production and operation of the enterprise, so there are often some problems in the process of implementing the financial budget management. Under the mode of value chain management, financial budget management should be implemented for every link and process of business operation and development, share information, adjust the financial budget strategy appropriately according to the current market changes and development trend, and constantly improve the efficiency of financial budget management.

2.2 Financial Analysis

Financial analysis is a key content in the financial management of value chain management mode enterprises. The effective implementation of financial analysis can help enterprises to sort out and clarify the internal financial situation in time. The financial analysis under the value chain management mode can provide more valuable and forward-looking opinions for the operation and development of the enterprise. On the basis of sorting out the financial management of the enterprise, maximize the creation of more value for the enterprise. In addition, the financial analysis

report can provide favorable help for the future development direction of the enterprise and avoid any financial problems in the production, investment, financing and other business activities of the enterprise. In short, the effective implementation of financial analysis under the value chain management mode can provide scientific and reasonable opinions for the enterprise's decision-making, continuously enhance the core competitiveness of the enterprise, and ensure that the enterprise can occupy a certain advantage position in the fierce market competition.

2.3 Financial Control

Financial control plays an irreplaceable role in the process of enterprise operation and development. Through the effective control of the overall financial situation of the enterprise, the purpose of saving costs and improving the utilization rate of funds is achieved, so as to achieve the improvement of economic profits of the enterprise¹. In the process of enterprise operation and development, there are many contents related to financial control, including not only production and operation costs, but also the development of enterprise financing and investment activities. Therefore, financial control is a complex work. Under the mode of value chain management, the effective implementation of financial control is not only conducive to the smooth development of various work, but also to the sharing and efficient processing of financial data and information.

3. Effective Strategies of Enterprise Financial Management under the Mode of Value Chain Management

3.1 Strengthen the Overall Consciousness of Enterprise Management

Under the mode of value chain management, the overall implementation of enterprise financial management needs to strengthen the overall awareness of enterprise management². In the actual operation of an enterprise, different managers are responsible for different businesses. When making decisions, they are likely to tend to their own businesses, which easily leads to the deviation between the decision-making and the normal operation track of the enterprise. To solve this problem, the enterprise management should start from the overall pattern and overall development strategy of the enterprise, and implement financial management in strict accordance with the corresponding process based on all relevant regulations formulated by the enterprise. By using the value chain management mode, all departments are linked together to enhance the cohesion and centripetal force of enterprise staff, so that every staff member can consciously participate in financial management from the overall perspective.

3.2 Building a Comprehensive Financial Management Mechanism

Perfect financial management mechanism is an important guarantee and foundation for the implementation of enterprise financial management under the value chain management mode. However, from the current actual development of enterprises in China, some enterprises pay too much attention to the expansion of business model in the process of operation and development, but ignore the improvement of financial management ability and level, and have been following the traditional financial management model, which is seriously divorced from the development of enterprises. Therefore, the enterprise should continue to improve the financial management mechanism in the continuous development, according to the relevant laws and regulations and policies of our country to continue to supplement and improve the internal financial management mechanism³. In addition, enterprises should adhere to the basic principle of separation of incompatible positions, and clarify the work responsibilities of each position and staff. The staff who have made outstanding contributions and positive working attitude in the implementation of enterprise financial management should be given a certain reward, and otherwise. To making clear of the rewards and punishments so as to fully mobilize the enthusiasm of financial management of the staff.

3.3 Strengthen the Training of Financial Management Staff

The professional level and quality of financial management staff directly affect the

implementation effect of financial management under the value chain management mode. However, presently, the professional and technical ability and professional ethics of some financial management staff need to be improved, which will have a serious impact on the further development of the enterprise. Therefore, enterprises should pay attention to strengthen the training of financial management staff. China's financial management system changes rapidly, enterprises must regularly organize financial management staff to learn the latest financial policies, financial management system and laws and regulations, so as to ensure the legitimacy of the implementation of enterprise financial management. Meanwhile, enterprises should regularly organize financial management staff to learn financial management knowledge and skills, and enhance the sense of responsibility of financial management staff. In addition, enterprises should also strengthen the introduction of financial management talents. In the process of recruitment, they should not only have a complete financial management professional knowledge system, but also have rich financial management experience, so as to inject new strength and vitality into the financial management of enterprises, so as to ensure the effective implementation of financial management of enterprises under the value chain management mode.

4. Conclusion

To sum up, the effective implementation of financial management under the value chain management mode is conducive to the long-term development of enterprises. Therefore, the enterprise management should establish the overall awareness, improve the importance of financial management, and actively build a sound financial management mechanism, strengthen the training of financial management staff, so as to lay a good foundation for the effective implementation of financial management.

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