

Enterprise Financial Accounting Management Problems and Strategies

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Abstract

Under the strong support of national policies and relevant departments, the market economy has been widely developed, the economy has developed rapidly, the management level of enterprises has also been improved, and the management level of enterprises has also been improved. In the operation of enterprises, financial management is the core of enterprises, which plays an important role in all aspects of enterprises. Strengthening this work can not only improve the company's economic benefits, but also make the company's sustainable development. Therefore, in the operation and management of enterprises, the operation and management role of enterprises is increasingly prominent. If effective management and control methods are adopted to continuously improve the accounting work, it can optimize the resource allocation of enterprises, but also improve the production and operation efficiency of enterprises, so as to create better economic and social benefits for enterprises, so as to promote the sustainable development of the company.

Keywords

Big Data; Business Tax to VAT; Financial Accounting; Management Accounting; Financial Report.

1. Introduction

Since the 21st century, with the rapid development of China's economy, the management level of enterprises has been continuously improved, in the operation of enterprises, the role of financial management has become more and more important, including the role of financial management has become more and more important. In the operation of enterprises, financial management is the core of enterprises, which plays an important role in all aspects of enterprises. Strengthening this management can not only improve the company's economic benefits, but also make the company's sustainable development. In recent years, due to the accelerated pace of market development, the speed of Chinese companies is also accelerating. The development of enterprises in our country is also playing an increasingly prominent role in the national economy. As we all know, the longest relationship is the benefit, so the highest purpose of the company is to obtain the maximum benefit. In fact, this is also reasonable, but this way of thinking, it is easy for companies to give up on financial management that does not bring profits, and instead focus on direct profits from production and sales. In particular, some enterprises are at a disadvantage in terms of manpower, material resources, finance and technology, and pay less attention to their finance and financial management.

If an enterprise wants to survive and develop in the fierce market competition, it must have a set of laws, systems, systems and methods to carry out internal management. When it comes to the financial management of enterprises, we must start from two aspects: management, accounting and management. First of all, in operation, the managers of the company mainly act as lieutenants, think about the company as a whole, and sometimes give some feasible suggestions to the leaders. From the perspective of coordination, this point mainly refers to the

role of financial and accounting directors in the company, in fact, is a lubricant, and the communication between superiors and subordinates is acted as a bridge by finance and accounting, so that the contact between them becomes more smooth. Finally, as far as services are concerned, financial and accounting executives are sometimes more like logistics personnel, who need to provide services for the work of the company, have an in-depth understanding of the work functions and needs of various departments, and provide timely and practical services for various departments, so as to improve the operating efficiency of the company. Therefore, it is urgent to strengthen the financial accounting management of enterprises, because if the financial accounting management is ignored, it is not only unfavorable to the development of the company, but also has a great impact on the development of the company.

2. The Role of Enterprise Financial Accounting Management

The first part can provide reasonable analysis and prediction for the operation and management of the enterprise. Only through a detailed analysis of the company's capital, profit, etc., can we correctly grasp the market situation, correctly plan the development direction of the business, and take appropriate circumvention measures, so as to achieve the expected operational benefits. The second level is an effective way to improve the level of enterprise operation and management. Its core is the effective grasp of market information, in accounting management, the use of various methods to obtain useful information processing, so that it becomes the internal management of enterprises, plays a pivotal role in the development plan of enterprises, and provides a reliable basis for managers to make business decisions. The third level is that the financial relations within the company can be well coordinated. Financial budget is a good organizational structure, it can help enterprises to carry out effective coordination and control, it can clearly divide the responsibilities of managers, and can promote the communication of various departments, so as to achieve the goals of the company.

For a company, it is a force for development, but also a powerful force, and a guarantee of sustainable development. The financial and accounting management of enterprises exists in the form of services, with the purpose of creating greater space for development. In order to ensure that the company always maintains a strong position in the market development, enhance the company's image, and make it always adapt to the needs of the market in the market environment, the company's business work must continue to provide comprehensive quality to employees. In short, financial accounting management is a business activity, even a sustainable development of the business.

Work efficiency is directly related to the production and profit of the enterprise. Therefore, for the enterprise, the financial supervisor is only responsible for some complex work, such as: making some financial planning for the development of the company; Through the coordination of the work of various departments, the administrative burden of various departments is reduced, so that the staff of various departments have more time to concentrate on their own work. It plays an important role in improving the work efficiency, working enthusiasm and creating a good working environment of the company.

3. Conclusion

In the market economy system, if enterprises want to achieve better development, they must withstand the pressure brought by competition, so the related financial risks are also increasing. In China's market economic system reform, small and medium-sized enterprises are a rising new force, in the future development of the industry can play a role not to be underestimated, in order to be able to achieve its good development, enterprise managers must constantly improve their professional quality, seriously pay attention to financial management work. This paper briefly analyzes some existing problems in accounting management, and puts forward

corresponding solutions to these problems, which lays a good foundation for the practical implementation of accounting management, so as to enable small and medium-sized enterprises to resist the pressure of competition and achieve long-term development.

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