

Research on the strategy of improving enterprise economic benefit in enterprise management

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Keywords: Modern enterprise; operating management; economic benefit

Abstract: This article explores the management concepts and methods of modern enterprises in order to explore ways to improve their economic benefits. By analyzing the ideas for improving economic management in modern enterprise management, strategies for improving enterprise economic efficiency are proposed from multiple perspectives such as performance optimization, internal discounting, and extended payment. The aim is to promote the improvement of enterprise management level and provide some reference for the business community.

1. Introduction

While the economy continues to grow, the management methods of modern enterprises have also been further improved and optimized. To ensure the sustainable development of modern enterprises, it is necessary to conduct in-depth research on enterprise management and make overall improvements to enhance the economic benefits of the enterprise ^[1]. In this regard, modern enterprises should undergo continuous transformation and innovation at the management level, and optimize their mechanism system to seize the development opportunities of the new era and explore greater development space. This article briefly discusses how to comprehensively improve enterprise management.

2. The Necessity of Improving Economic Benefits in Enterprise Management in the New Era Environment

In the process of modern enterprise management, it is necessary to grasp the changing trends of the market and ensure the operational efficiency of the enterprise through innovative management methods. On this basis, enterprise managers should start with building an efficient organizational structure, innovate management systems from the perspectives of employee assessment, fund utilization, and internal control management, and build a modern business management system to improve the economic benefits of the enterprise. Under the conditions of a market economy, the internal and external environment in which enterprises operate is in a dynamic state of change. In the process of operation, one should not blindly seek stability, but should adjust the means of economic

management in a timely manner based on the actual situation of the operation ^[2]. It is necessary to optimize the business management methods of enterprises in order to better adapt to market changes.

3. The Current Situation and Challenges of Enterprise Management in China

Overall, there are significant differences in the management methods of enterprises. Although most enterprises have implemented management systems that are suitable for themselves, some management systems lack unified standards and cannot adapt to the actual operation of the enterprise.

3.1 The management does not attach enough importance to the operation and management of the enterprise, and the management system is not sound

The root cause of the problems existing in the enterprise management is that the enterprise leadership pays insufficient attention to the management and cannot give full attention and support to it, which leads to the existence of unscientific internal management system and imperfect management system in many enterprises in our country, which is inconsistent with the current sustainable development goal of the enterprise and cannot effectively promote the development of the enterprise. When there is a problem in enterprise management, the enterprise can not develop for a long time. From the current situation of Chinese enterprises, many enterprises are lacking in management, especially small and medium-sized enterprises, which only focus on production and sales, ignoring the role of enterprise management on enterprise development. In fact, in developed countries, with the continuous development of the economy, business management has also attracted more and more attention. In terms of the current situation of enterprise management in China, some enterprise management does not have a clear understanding of the specific work, and the knowledge of enterprise management is not comprehensive enough. However, management, operation and marketing are closely related, interactive and mutually beneficial. If the emphasis is placed only on commercial operation and marketing, while the operation and management are ignored, it is difficult to maintain a normal scale of operation, which affects the operation and sustainable development of enterprises. Therefore, enterprises must strengthen management in all aspects to promote the production and operation of enterprises. In addition, many enterprises lack effective execution of management concepts and methods, which causes a series of problems.

3.2 The enterprise lacks a clear long-term strategic plan for development

The enterprise's long-term development strategic plan is the code of conduct of the enterprise, through a clear development plan, can make the employees of the enterprise produce strong cohesion and combat effectiveness. Everyone fighting for the same goal can make the enterprise more competitive, so the management of the enterprise is crucial. The development plan of the enterprise should be closely linked with the management, at the same time, in order to adapt to the new situation and changes, the management of the enterprise must also keep pace with The Times. At present, China's enterprises are operating in a fiercely competitive market environment, in order to survive in the market, it is necessary to strengthen the operation and management of enterprises, formulate long-term development plans, form a unified working philosophy, integrate enterprise development ideas into the daily work of employees, and improve the position of enterprises in the market competition. However, many small and medium-sized enterprises in the process of development, because there is no clear development goals, no great expectations for the future, will inevitably bring adverse effects on the operation and long-term development of enterprises.

3.3 The lack of enterprise management concept and enterprise culture

Corporate culture is closely connected with management, and corporate culture is an important part of management. At present, many large enterprises have set up special cultural departments, which are responsible for creating and disseminating corporate culture, so as to promote the long-term, healthy and stable development of enterprises, and improve the cohesion and work efficiency of enterprises. Effective corporate culture can not only enhance the charm of the enterprise, but also effectively apply it in the daily management of the enterprise.

4. The strategy of improving the economic benefit of enterprises in the management of enterprises

4.1 Under the modern background, enterprises should optimize performance and standardize operation

In the process of enterprise operation, human resources play a key role, and the optimal management mode can stimulate the enthusiasm of employees and make them play the maximum benefit. It is necessary to strengthen the management of economic benefits, to closely combine the productivity of employees with the income of enterprises, to strengthen the evaluation of employees' abilities, so that they can play their own value in their jobs. In the management, it should be combined with the goal of optimizing the benefit management, grading the operating cost, making accurate budgets for different departments and different workflows, and building a set of cost control system, which provides a scientific basis for formulating the benefit evaluation plan. On this basis, the division of responsibilities of each department is clarified, the performance assessment indicators of each department are divided according to the work level, the key indicators of each department are weighted, and the work of each department is effectively guided. Managers should establish a cost-benefit evaluation system and strengthen the control of expenditure and expenses in various departments and positions. For rank-and-file employees, their individual performance indicators are combined with the performance of their department. In order to ensure that the assessment weight can cover 90% of the work content of employees, it is necessary to regularly monitor the completion of the performance indicators of employees, and strengthen the supervision and management of the work, so as to improve the management level of operating costs and ensure the smooth realization of performance objectives. A set of scientific evaluation standards should be constructed, and various performance data of employees should be collected every day, so as to objectively evaluate the performance of employees, ensure effective incentives for employees, and bring more economic benefits to the enterprise. Promoting the transparent development of performance management process can reflect the openness and fairness of employee management work, so that employees have recognition of enterprise management system, improve their own performance, get better treatment, and actively put forward suggestions and opinions for enterprise development. And then customers can be provided with high-quality service, effectively improve the quality of business work, to achieve the purpose of promoting profit growth.

4.2 Reallocation of the internal funds of the enterprise, discount and invigorate the funds

In the new economic environment, enterprises over-dependence on external funds will cause the increase of operating costs and the decline of profitability. While improving the economic benefits of enterprises, we should pay attention to the reallocation of internal funds to reduce the financial costs of enterprises, and adopt the internal discount method to make effective use of internal assets and realize the effective management of enterprises. In the process of project management, it is often

encountered that the payment ratio of the project is low, and the project payment is changed from cash to draft. Based on some government encouragement policies, enterprises can use deposits and other forms of internal discount interest. When the amount of the guarantee letter reaches 500 million yuan, the application for the guarantee letter needs to pay 10% to 20% of the deposit, and the average daily balance of the account will reach 100 million yuan. In order to improve the utilization efficiency of funds, we can establish a long-term good cooperative relationship with banks, formulate internal discount management methods, and strive for a better discount rate. For example, we can set up a fund management center and use the funds of the internal guarantee account to discount, which can not only receive interest, but also bring a considerable income. In case of financial difficulties, promissory notes can be used as collateral to obtain the difference of financing costs and ensure that the working capital of the enterprise can be supplemented in time, thus improving the overall economic benefits of the enterprise ^[3].

4.3 The management should conduct scientific management of the organizational structure of the enterprise

As a senior manager of an enterprise, it is necessary to know all the rules and regulations of the enterprise, but also to have a deep understanding of the various systems of the enterprise, and constantly improve the organizational structure suitable for it. From the enterprise operation to the most basic personnel management, we should build an organizational structure suitable for it according to the realistic requirements. For example, if the gross margin of the product reaches 17%, only 1% of the gross margin is allowed to be used for product storage. When the storage rate is 1%, the turnover days should be controlled within 30 days. When the gross margin is increased to 20%, it means that the storage fee can be paid with 4%, and the turnover days can reach 120 days. In addition, it is necessary to consider the characteristics of the seasonality and service life of the product to ensure that the minimum turnover days are met. When the inventory is overstocked, scientific treatment should be carried out to shorten the turnover days as much as possible. For example, for products in the introduction and growth stages, the price can be adjusted slightly. For mature products, the price adjustment range should be determined according to the market update speed to avoid the long-term retention problem caused by the product entering the recession period. As a modern enterprise, we should carry out zero inventory sales management to realize continuous optimization of inventory structure. ABC classification management mode is adopted, and comprehensive analysis is made based on various data such as product inventory cost, investment occupied, etc., to ensure that the actual consumption of materials is close to the predicted consumption. While ensuring the punctual production process and meeting the needs of market sales, zero inventory is presented, and economic benefits can be maximized by reducing operating costs. Only by combining the relationship between various departments and clarifying their respective responsibilities can we optimize the organizational structure of enterprises, improve economic benefits and promote the sustainable development of enterprises ^[4].

4.4 Enterprises optimize performance and standardize operation

In the operation of enterprises, human resources is the core of enterprises, and optimizing management can promote employees to bring greater economic benefits to the company. In order to strengthen economic benefits, it is necessary to combine the performance of employees with the profits of the company, and through the assessment of employees' post ability, to ensure that employees play their due role in the work. On this basis, combined with the optimization objectives of enterprise performance management, the cost of each department is accurately budgeted, and the cost control system is established, which provides a scientific reference for the enterprise performance

evaluation program. Through the refinement of cost objectives, we can determine the responsibility of employees, determine the responsibility of employees, determine the work level of employees, determine the indicators of work, and determine the weight of indicators according to the different positions. For managers, the content of performance appraisal should be set up, and employees should be urged to strengthen the management of income and expenditure of departments and positions. For general employees, personal performance should be combined with the performance of the department. By repeatedly covering the examination right to 90% of the work of employees, regularly checking the work indicators of employees and strengthening the supervision of work, the company can not only strengthen the operating cost of the company, but also ensure the smooth realization of the company's performance objectives. The establishment of scientific assessment standards and attention to the daily work of employees can objectively evaluate the work, ensure that employees are effectively motivated, and bring greater economic benefits to the company.

4.5 Enterprises should use ERP management system

ERP management system is a new mode of enterprise management. The implementation of ERP management system is also an important work, which involves research, selection, planning, training and function configuration. Using ERP management can effectively reduce the inventory overhang and other problems existing in the production process. The use of ERP management system can effectively improve the operation and management of enterprises, reduce operating costs, and enhance the core competitiveness of enterprises. At the same time, in the operation process of enterprises, attention should be paid to integrating modern information means into the operation activities of enterprises, so as to improve the operation efficiency of enterprises and create more value for enterprises [5].

5. Conclusion

Modern enterprise management should break through the limitation of management ideas, strengthen the understanding of economic benefit management, take the initiative to seek effective management strategies, and promote the continuous improvement of economic benefit. Combined with business practice, standardized operation is achieved from the perspective of performance optimization, and multiple measures such as internal discount, supply chain financing, and inventory turnover control are taken to improve the efficiency of capital use and reduce operating costs, which can make full use of enterprise funds and achieve the goal of creating more economic benefits for enterprises.

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