

# Discussion on strengthening enterprise fine financial management strategy

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**ABSTRACT.** *Enterprise reform is being carried out in full swing, and modern enterprise management ideas are constantly carrying out reform and innovation. The thought of fine management is an advanced idea which is gradually produced and rapidly popularized and applied in the reform of modern enterprises. It shows outstanding advantages in improving the level of refined development of enterprises and enhancing the motive force of sustainable development of enterprises. Financial management is the core link of enterprise management. In order to improve the quality of financial management and meet the actual needs of enterprise financial construction, we should integrate fine management ideas and financial management to improve the adaptability to modern enterprise reform.*

**KEYWORDS:** *Enterprise; Fine management; Financial management; Strategy*

## 1. Introduction

The process of economic integration and globalization is accelerating, and China is deepening the reform of market economic system, which makes the pressure of development and construction faced by enterprises increase gradually. Especially the increasingly fierce competition has put forward high requirements for the financial management of enterprises[1]. Traditional financial management ideas and management models can not meet the requirements of modern enterprise reform, so we must keep pace with the times, increase innovation and reform efforts. A large number of practices show that refined financial management is an important strategy to improve the innovation and effectiveness of financial management[2]. In this regard, enterprises should strengthen the refined financial management as an effective measure to deal with the fierce market competition, and improve the effectiveness of enterprise modernization reform.

## 2. The importance of enterprise fine financial management

Financial management plays a key role in modern enterprise management system, which is also the root of putting financial management in an important position in modern enterprise reform. With the popularization and application of refined financial management thought and management model in enterprise reform,

enterprises have gradually increased their attention to this advanced model, and have achieved many remarkable results in the practice of refined financial management, which proves that this model has very high application value. The importance of implementing fine financial management lies in the following aspects:

### ***2.1 Promoting the level of financial management in enterprises***

Fine financial management pays attention to precise and meticulous division of financial practice activities, which can provide real, detailed and comprehensive information support for the strategic construction of enterprises. The refined management method can make all parties clear their responsibilities, reduce the probability of financial risk problems to a great extent, and ensure the management level.

### ***2.2 Optimizing the relationship between production and operation***

Financial management needs to go deep into all aspects of enterprise production and obtain real information, so as to make accurate research and appropriate prediction of enterprise management strategy. It can be said that the realization of fine financial management can enable more and more financial personnel to improve their familiarity and mastery of enterprise production, and make the financial management plan formulated by enterprises more accurate and effective.

### ***2.3 Enhancing the competitiveness of enterprises***

Fine financial management can quickly find the actual problems in the economic construction of enterprises and reduce losses and costs. Moreover, if an enterprise wants to stand out in the competition, it is necessary to strengthen its comprehensive strength, among which fine financial management is the key measure to strengthen its comprehensive strength.

## **3. Strategies to strengthen fine financial management of enterprises**

### ***3.1 Implementing the thoughts of fine management***

In the implementation of modern enterprise reform, more and more enterprises recognize the importance of implementing fine financial management. They are also actively thinking about how to integrate fine financial management with enterprise reform practice. However, the ideological problems left over from the traditional management thought in the past have not been properly solved, which often leads to the refinement of management in the form and into the ideological misunderstanding. In order to change this situation in modern enterprise management, we must play a guiding role in the concept of fine management, and

more systematically and comprehensively recognize the role of financial management, so as to gradually implement the idea of fine management into practical action and achieve the desired management effect. On the one hand, enterprise leaders should play a leading role in demonstration, ensure the formulation and implementation of enterprise strategy with refined management ideas, and make more and more employees aware of the necessity and important value of refined management. On the other hand, we should let the whole enterprise have a good fine management atmosphere, do a good job in the propaganda of fine financial management, so that this idea can be deeply rooted in the hearts of the people, and create a good financial management innovation environment.

### ***3.2 Optimizing fine management method***

In order to ensure the deep integration of fine financial management and enterprise management and highlight the superiority of fine management, it is necessary to optimize the practical methods of fine management under the guidance of scientific ideas. Firstly, it is necessary to clarify the objectives and tasks of fine financial management, that is, to improve the ability to control the operating costs of enterprises, to optimize the allocation of existing resources, and to closely communicate among departments, so as to implement fine financial management to all levels of enterprise operation and development. At the same time, we should also put forward requirements for financial management staff, so that they can formulate fine financial analysis reports according to the specific situation of the enterprise, and promote the improvement of enterprise efficiency. Second, strengthen the communication between financial management departments and other departments, and properly handle the relationship between them in order to create a scientific and efficient fine supervision mechanism. It can effectively supervise and restrain the operation and management of enterprises. Thirdly, we should do a good job of economic analysis based on the refinement idea so as to improve the financial management plan, optimize financial decision-making and promote the implementation of the refinement idea.

### ***3.3 Establishing fine management team***

Fine financial management is a people-centered management practice, so financial managers must have a very high comprehensive quality to meet the implementation requirements of fine management and ensure the effectiveness of financial management. Firstly, we should strengthen the professional ethics education and training of financial managers; enhance their sense of responsibility, so that they can take the refined management objectives and the strategic development requirements of enterprises as the fundamental guidance for practical action. Secondly, financial managers should be trained in their professional qualities so that they can always maintain a steady and rigorous attitude when dealing with fine financial management matters. Thirdly, we should actively carry out diversified staff communication and expand practical activities to eliminate the gap and distance

between employees and leaders. Communication can improve enterprise cohesion.

#### **4. Conclusion**

With the implementation and perfection of market economic system, the reform and development of modern enterprises are gradually increasing. Of course, the competitive pressure faced by enterprises is also increasing day by day. In order to survive and develop under enormous competitive pressure, enterprises must strive to improve their abilities in all aspects, especially to pay more attention to modern financial management. Through the reform of fine financial management, we can improve the adaptability to the market environment, so that enterprises can occupy a favorable position in the market. Modern enterprises should actively improve the fine financial management strategy, infiltrate the fine management thought, and promote the sustainable development of modern enterprises.

#### **References**

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