

# 基于SWOT视角的美的集团财务战略研究

## 摘要

随着经济的发展，企业本身也在寻求着不断发展。在这个大背景下就需要有一个明确的财务战略来引领企业前进。正确的财务战略方针不仅可以引导企业正常运行，也可加强企业的市场需求，提高行业内的竞争力的同时寻求更多的机会，不断壮大企业。因此，企业对于制定各自的财务战略是相当有必要的。本文在财务战略的理论基础上进行研究，结合国内外研究的现状，加以总结。运用SWOT分析方法，分别从优势、劣势、机会和威胁四方面对美的集团进行深入探讨得出企业合理的财务战略，再通过投资和筹资两方面，更深层次的为美的集团财务战略作出优化对策，改变调整以加强美的集团在市场上的竞争力，以便更好的发展。

**关键词：** 美的集团 财务战略 优化对策

# Based on the SWOT of midea group financial strategy research

## Abstract

With the development of economy, the enterprise itself is also seeking the development constantly. In this background will need to have a clear financial strategy to lead the enterprise forward. The correct financial strategy not only can guide the normal operation of enterprises, also can strengthen the market demand of the enterprise, improve the competitiveness of the industry to seek more opportunities at the same time, a growing enterprise. Therefore, the enterprise to develop their own financial strategy is very necessary. Based on the theory of financial strategy, combined with domestic and foreign research present situation, summarized. Using SWOT analysis method, respectively from the strengths, weaknesses, opportunities and threats four aspects then explores its midea group enterprise reasonable are obtained.

**Key words:** Midea Group; financial strategy; suggestions

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