

Z 家电公司的营运资金管理研究

摘要

随着经济全球化的发展，中国 GDP 也在持续上升。但随着贸易的不断发展，中国企业应改变以往的经济增长模式，提高企业资源利用的效率性，减少成本消费，最大化财富。企业营运能力是企业财务管理的重要部分，主要是基于多种资产运营条件，获得一定金额利益的企业能力。各企业的相关人力可以重视企业的运营能力，展示企业的状况，相关投资人力可以获得特定利益，同时也可以反映企业运营及管理的效果和能力。并且可以保护和改善员工的福利。

本文选取 Z 家电公司当作探究对象，由营运资金管理问题入手展开深入的剖析。先针对营运资金管理的定义、重要性以及模式进行分析，了解营运资金管理的相关概述；然后选取 Z 家电公司当作探究对象，针对该公司目前管理营运资金的实际情况展开深入探究，由基于要素与基于渠道两种研究方法来分析资金管理绩效，在此基础上剖析 Z 家电公司在管理营运资金方面出现的问题及其成因，最后结合上文提及的问题，由提高管理人员管理营运资金的理念、运用信息技术实现营运资金共享以及做好渠道及要素层面分析三个方面提出具体的解决方案。

关键词： Z 家电公司；营运资金管理；应收账款

Research on the Working Capital Management of Z Home Appliance Company

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Abstract : As the development of economic globalization, China's GDP is also rising.However,with the continuous development of trade, Chinese enterprises should change the previous economic growth model, improve the efficiency of enterprise resource utilization, reduce cost consumption and maximize wealth. Enterprise operating ability is an important part of enterprise financial management, mainly based on a variety of asset operating conditions, to obtain a certain amount of benefits. The related manpower of each enterprise can attach importance to the operation ability of the enterprise, show the condition of the enterprise, the related investment manpower can obtain the specific benefit, at the same time, it can also reflect the effect and ability of the operation and management of the enterprise. And can protect and improve employee welfare。

Z household appliance company is selected as the object of inquiry, and the working capital management problem is analyzed deeply. Firstly, the definition, importance and model of working capital management are analyzed to understand the overview of working capital management; Then select the Z appliance company as the object of inquiry, in view of the actual situation of the company's current management of working capital to carry out in-depth exploration, based on the elements and channels based on two research methods to analyze the performance of capital management, on the basis of this analysis Z household appliances companies in the management of working capital problems and their causes, and finally combined with the above mentioned problems, by improving the management of working capital concept, using information technology to achieve working capital sharing and do a good job of channel and factor level analysis three specific solutions.

Keywords: Z Home Appliance Company; working capital management; accounts receivable

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