

# 大华股份盈利能力研究

**摘要:** 在市场经济中，盈利能力对于企业的发展具有重要意义。本文选取的大华股份是安防行业中的第二大企业，以其自己的能力创造出了丰富的利润，因此，研究其盈利能力，对行业其余的企业有借鉴意义。

本文通过分解杜邦分析体系以净资产收益率为核心，并通过销售净利率、总资产周转率、权益乘数等指标找出公司存在的问题。并辅以收现性指标进行一个盈利能力“质”的分析，同时与同行业企业进行比较。通过研究发现大华股份存在销售净利率、收现性差、应收账款数额较大和权益乘数过高等问题。针对这些问题提出了加大研发投入、深耕国内市场、稳步开拓海外市场和加强对应收账款的管理等建议，希望能对大华股份的盈利能力提升有所帮助，同时也希望为行业其余公司提供一定的启示。

**关键词:** 盈利能力； 盈利质量； 安防行业； 大华股份

---

---

# Research on the profitability of Dahua shares

**Abstract:** In the market economy, profitability is of great significance to the development of enterprises. Dahua stock selected in this paper is the second largest enterprise in the security industry, which has created rich profits with its own ability. Therefore, the study of its profitability is of reference to other enterprises in the industry.

In this paper, the core of DuPont analysis system is the return on net assets, and the existing problems of the company are found out through the indicators of net sales interest rate, total asset turnover rate, equity multiplier, etc. At the same time, it makes a "qualitative" analysis of profitability, and compares it with the same industry enterprises. Through the research, we find that Dahua shares have some problems, such as net sales interest rate, poor cash collection, large amount of accounts receivable and high equity multiplier. In view of these problems, the paper puts forward some suggestions, such as increasing R & D investment, deepening domestic market, steadily expanding overseas market and strengthening the management of accounts receivable, in the hope that it can help to improve the profitability of Dahua, and also hope to provide some enlightenment for other companies in the industry.

**Key words:** profitability, profit quality, security industry, Dahua stock



---

# 目 录

<u>一、绪论</u> .....	1
<u>(一) 研究背景及意义</u> .....	1
1、背景 .....	1
2、研究意义 .....	1
<u>(二) 研究方法和内容</u> .....	2
1、研究方法 .....	2
2、研究内容 .....	2
<u>(三) 文献综述</u> .....	3
<u>二、大华股份简介及盈利模式</u> .....	5
<u>(一) 大华股份基本简介</u> .....	5
<u>(二) 大华股份盈利模式</u> .....	5
<u>三、大华股份盈利能力分析及评价</u> .....	7
<u>(一) 大华股份盈利现状</u> .....	7
<u>(二) 大华股份盈利能力分析</u> .....	9
1、净资产收益率 .....	9
2、销售净利率 .....	11
3、总资产周转率 .....	12
4、权益乘数 .....	13
5、收现性分析 .....	14
<u>(三) 大华股份盈利能力评价</u> .....	15
<u>四、提升大华股份盈利能力的对策及建议</u> .....	17
<u>(一) 继续加大研发投入</u> .....	17

---

(二) 深耕国内市场，稳步开拓海外市场 ..... 17

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：

<https://d.book118.com/497110004005006143>