

# 基于轻资产运营模式的企业财务战略

## 分析——以精机股份为例

**[摘要]** 伴随着改革开放的实施，我国经济改革深入发展，提升企业竞争力成为企业发展突破瓶颈的重点，企业竞争力的提升不仅强调企业规模的扩大，更注重投资研发、技术创新以及“无形资产”等对企业价值的贡献。近年来，企业轻资产运营模式改革广泛被企业所采用。本文以初创型轻资产公司金明精机股份有限公司作为研究对象，首先阐述了研究轻资产模式公司财务战略的环境背景及其理论意义和理论基础，通过研究其轻资产运营模式及其特点，从筹资、投资和营运资本管理三个层次方面对轻资产运营模式下企业的财务战略进行深入研究，总结出金明精机在经营策略和财务策略上的诸多问题，并针对其现状总结出几点建议，这也为轻资产盈利模式公司的经营提供了指引方向与建议。

**[关键词]** 轻资产运营模式；投资研发；技术创新；筹资；投资；营运管理

## **ENTERPRISE FINANCIAL STRATEGY BASED ON ASSET-LIGHT OPERATING MODEL ANALYSIS —— TAKE JINMING MACHINERY CO.,LTD. AS AN EXAMPLE**

**[Abstract]** With the implementation of reform and opening up, China's economic reform has deepened, and the improvement of enterprise competitiveness has become the focus of the bottleneck for enterprise development. The improvement of enterprise competitiveness not only emphasizes the expansion of the scale of enterprises. More attention is paid to investment in research and development, technological innovation and "intangible assets" and other contributions to corporate value. In recent years, enterprise light asset operation mode reform has been widely adopted by enterprises. This paper takes the start-up light assets company jinming fine machine Co., Ltd. as the research object, first elaborated the research light assets model company financial strategy environmental background and its theoretical significance and theoretical foundation, through the study of its light assets operation model and its characteristics. From the aspects of financing, investment and working capital management, this paper makes an in-depth study of the financial strategy of the enterprise under the light assets operation model, summarizes the many problems of Jin Mingjing's business strategy and financial strategy, and summarizes some suggestions for its current situation. This also provides guidance and suggestions for the operation of light asset profit model companies.

**[Key words]** Light assets operation model; Investment in research and development; Technological innovation; Funding; Investment; Operations management

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/777030061102010010>