企业融资难及对策分析--以艺龙网信息技术（北京）有限公司为例

摘　要

近些年来，越来越多的企业随着市场的“风向”发展的愈渐壮大，很多大公司都开始通过融资获得新鲜血液来发展壮大，可是融资并不是那么容易就能获得资金，其实受到来自各方面的限制和影响，而且在融资的渠道上面和融资的成本方面也是很明显的需要付出努力。内部财务管理方面不够专业、融资财务人员没有态度、长远的目光的话，会很大程度升高企业融资的失败率。还有做好基础建设要搭建贴合银行信贷的治理体系，不仅如此还要结合政府的好政策与市场自由空间努力打造新兴行业的新辉煌。

《企业融资难及对策分析》以艺龙网信息技术（北京）有限公司为研究对象加以分析，主要分为四个方面：一、选题的研究背景及意义；二、融资的基本理论；三、同程艺龙公司融资难现状；四、同程艺龙公司融资难的对策及建议。在现状分析中具体方向首先是融资渠道有哪些、融资的规模问题以及金额；其次通过融资的费用来反映一下融资的机会成本；然后再分析一下该企业的财务支撑能力，看看是否有能力融得多方的资金。在对策及建议章节中，针对现状带来的问题并进行了针对性的解决。

关键词：新兴行业；融资困境；融资渠道

ABSTRACT

In recent years, more and more enterprises are growing stronger with the devekopment of the "wind direction" of the market. We find that financing is at important work link for enterprises in both stratepic management and financial work. In general, enterprises want to seck a bigger development scale in the process of new project, need to inject a lot of money to project, but the enterprise from the enterprise interal callout in a short time the money is difficult, in this case, the enterprises tend to adopt different ways of financing to get the money, so that enterprise project can go smoothly.

This paper takes elong information technology (Beijing) co., ltd. as the research object to analyze, this paper is divided into four aspects: 1. The research background and significance of the topic; 2. Basic theory of financing;3. Financing difficulties of tongcheng yilong company;4. Countermeasures and Suggestions for financing difficulties of tongcheng yilong company. In the current situation analysis, the specific direction is the financing channels, the financing scale and the amount; Secondly, the opportunity cost of financing is reflected by the cost of financing. Then analyze the financial support capacity of the enterprise, to see whether there is the ability to raise multi-party funds. In the chapter of countermeasures and Suggestions, the problems brought by the current situation are solved.

Key words: Emerging industries; Financing difficulties; The financing channels

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