

The Influence of Enterprise Management on Company's Product Selling

Zhenge Ouyang^{1,a,*}

*¹Hailiang foreign language school, Shaoxin, Zhejiang, China
a. 3100400043@caa.edu.cn*

**corresponding author*

Abstract: The effect of network make on marketing is that, firstly, cumulative use of networks may be associated with an increase in consumption, and with a decrease in total shopping behavior in long run, but a decrease in total shopping behavior in the short run(drawback). However , Network still has essential effect on marketing. Within different forms of social media, video is more efficient; If the content of the published message involves consumer's feedback, the effects will be better; Network helps enterprises with designing products that are more suitable for social media users according to their common characteristics; Enterprises with more positive interactions with consumers tend to sell more easily (therefore, enterprises should pay attention to after-sales service); The enterprises that pay more attention to corporate social responsibility are easier to sell their products.(advantages) in an overall view Network have a positive effect on boosting marketing sales.

Keywords: enterprise, management, product, selling

1. Introduction

In recent years, China's large and small enterprises have been in a period of rapid development Period, in particular many small and medium-sized enterprises present a prosperous development momentum for the Chinese market. Economic development, promote the increase of employment rate has made a great contribution. However, due to the unique national conditions of China, small and medium-sized enterprises often cannot get strong support from the government, and compared with large state-owned enterprises, no matter the size, status, competitiveness, or development momentum Are far from comparable, however, SMEs are an important part of China's economy Points, cannot be ignored. In addition, the successful operation and long-term development of an enterprise are mainly Both internal microeconomy and external macroeconomy function simultaneously. Therefore, the relationship between microeconomy and the discussion between enterprise management plays an important role in promoting the development of enterprises. Therefore, the role of enterprise management in the development and sales of enterprises is worth thinking and exploring. The so-called enterprise management, including marketing management, business strategy, financial management. Working capital management, development strategy management, leadership development, and human resources management, from the overall to the details of the enterprise's production and operation activities to plan, Command, organization, coordination, control, etc.,

specifically said to have three layers of meaning: one is enterprise. The five basic management functions of industry are organizing, planning, controlling, leading [1].

The second is to use the above measures to carry out human, material, and financial aspects The coordination of resources, so that the enterprise departments can develop harmoniously; Third, enterprise management The ultimate goal of management, through the above measures to promote the coordination of financial, material and human resources.

Exhibition, the collection of enterprise's overall resources to promote the harmonious development of enterprise production and management, thus Get economic benefits at the same time, further promote the perfection of enterprises [2]. Three layers of meaning Linked, layer by layer, together to promote the development of thriving enterprises [3].

The challenge that enterprises are taking. Current situation of microeconomic development in enterprise management.

2. Main Analyse

2.1. Lack of Scientific Management Mode

In Chinese enterprises, the framework is often disorganized and lacks scientific management mode Question. In the management of the lack of a sound management system, management methods, management mode is not Scientific, unreasonable, specific performance of undemocratic decision-making, secret operation, management relations mixed Disorderly, lack of management and operation, unscientific operation mode, management system not suitable for modern enterprises Development, personal risk-taking, lack of professional knowledge in management, and the future development of the business. The trend is not in place, especially the serious nepotism of relatives within the enterprise Parental phenomena are common. In addition, especially the mode of financial management is lack of scientific management. Management model, financial accounting problems, false accounts, false accounts, and other problems repeatedly appear [4].

2.2. Insufficient Resources

The enterprise microeconomy contains the integration of resources in the enterprise management, but it is One of the reasons that limit the development of enterprises is the lack of resources, including human, material and Financial three aspects [5]. Because of our special national condition, especially for small enterprises Industry state support is smaller, even by the state's attack and limit development, total In other words, liquidity is low, bank loans are scrutinized and loan amounts are too Small; Enterprises lack of advanced technology and equipment, manufacturing products behind The Times The progress of; Lack of technical talents and research talents, and related business management Personnel also do not have solid management knowledge and basic experience, the development of the enterprise is lack of professionalism Talent leads to backward product development and design, and mixed management and operation Chaos, seriously restricted the development of enterprises.3:lack of core competence The core competitiveness of an enterprise is that an enterprise can continue to progress and improve. The foundation of economic benefits, is their own position in the competitive advantage of the key ability, is the enterprise The key to science's growth and scale. However, many Chinese enterprises are from home. Court workshop developed, in the past development of the process of too much attention to expand the rules of the enterprise Model, will be limited funds used to blindly buy land and expand the scale of production, lack of technology Lack of attention to product innovation and new product development, no brand meaning Knowledge, lack of core competitiveness [6].

3. How These Situations Will Be Solved

The status quo of the development of the above enterprises in addition to the state macro-control, increase to the enterprise Support efforts, relax SME bank loan procedures and requirements, development of other. For example, finance leasing and other industries suitable for small and medium-sized enterprises' financing, as far as the enterprise itself is concerned. For the key is their own microeconomic regulation, change, improve the management model of enterprises To establish a sound scientific and effective management mode. Along with our country clothing market economy competition unceasingly[7]. Fierce, budget management has become the enterprise to improve the management of water. An important measure of market efficiency that equalizes It shows great vitality. Total budget management is Taking corporate profits as the starting point, the profit target will be achieved. Resources are put into detailed plans in the form of money [8], to ensure that enterprises in a variety of clothing research, Development, production, sales, service and other links Borrow low-cost, high-quality advantage to get more good vantage point. At present, the budget of Chinese enterprises. Management has evolved from initial planning, coordination and development. In the supervision, control, implementation, evaluation, etc. The integrated economic management of enterprises enables enterprises to connect with the market. The connection is more clear, close, for business management and hair. A virtuous circle is formed.

The extra solution to Improve the effective way of enterprise budget management diameter. Establish the pre-calculation management system and implement the comprehensive pre-calculation. Computational management. The purpose of implementing comprehensive budget management in enterprises. It is to promote the strategic development of enterprises. This requires establishing a budget. Management system, strengthen management organization construction. Enterprise [9]. The budget Management Committee is set up for specific implementation. An administrative body responsible for management and decision-making. The implementation of the accounting responsibility system mainly adopts the hierarchical setting. The way "top to bottom" forms an all-round management that will invest

Capital, expenses, costs and profits are incorporated into the budget management body. In the system. To put budget management in place, it needs to be on the basis of enterprise development strategy, the enterprise war Specific goals, the implementation of the evaluation of indicators.

In the implementation system, through the specific implementation of the budget, can Find the problems in budget operation in time, to Conducive to the adoption of scientific and effective adjustment measures to promote enterprises. Target the overall budget at different stages of development. Profit in a business, return on investment, cash Flow conditions as well as price ranges, cost rates and inventories [10]. Turnover rate and other indicators and work out the constraint prediction.

Perfect test body system, implementation of pre-calculation evaluation. In the overall budget management, budget evaluation work is very important. In the enterprise, the employee's ability to work is different, it needs to be effective. The incentive mechanism, good performance evaluation. In order to adapt to enterprises. The actual evaluation work of industry needs to establish a set of incentive office. In order to stimulate the enthusiasm of employees. Also, be right to measure and evaluate the performance of the responsibility centres. The corresponding system should be formulated to improve the efficiency of budget evaluation The rate. In order to promote all employees of the enterprise to achieve pre-Calculate the goal and work hard, can introduce the balanced scorecard into it in the analysis of enterprise financial management, market innovation and within Department of operation content, and it with the enterprise departments, Position salary link.

The implementation of effective budget management is beneficial to the economy. Has the forecasting function, improves the enterprise sales profit profit. Force, so that enterprises get higher

economic benefits. Subordinate enterprise From the macro perspective of development, the implementation of budget management can Improve the overall performance of the enterprise and give full play to the enterprise The role of internal information communication facilitates between department the communication between Business staff related to budget management, package Including management personnel, functional department personnel, financial management And front-line employees, forming a huge network, Under the coordination of budget management, employees are from their own perspective Complete the job, for the enterprise to create the target profit. In addition, but also for the enterprise to create economic value. Conduct evaluation to motivate employees to work continuously. The land creates profits for the enterprise. To evaluate scientifically and effectively, is to promote a healthy and sustainable business, It is important to evaluate the actual department and budget of the enterprise. Between the existence of the gap, and for the existence of the question. The problem is analyzed to adjust the gap as much as possible.

Strengthen the supervision of sales contracts in enterprise sales activities, the authenticity of the sales contract, legality, Reasonable financial supervision to prevent fraudulent activities in sales. It is of great significance for enterprises to avoid economic losses. We will strengthen supervision over sales prices. The volatility of the market determines in When reviewing the sales price, the contract price shall be compared with the current market conditions. The target price of the enterprise is compared with the cost price of the product. If selling price. If the case is obviously unfavorable or unfair to the enterprise, it is necessary to raise objections and check in time. Clear reason have doubt contract should be rejected from the financial point of view. Simultaneously. To supervise the sales discount and discount is in line with the relevant regulations, put an end to them. Regulate your behavior. Financial supervision of the credit standing of the dealing units. For the units to and from, must. Through the bank or special credit investigation agency, understand the other party's credit status. Condition. For units whose situation is unclear, it is suggested to indicate in the contract the terms of delivery.

4. Conclusion

With cash or money order (take delivery.) Financial supervision of contract terms such as delivery date and liability for breach of contract. To timely discover the other side of the harsh delivery conditions, to avoid enterprise performance. Behavior becomes practically impossible. And timely detection of draconian claims, Prevent the other side's false trade behavior for the purpose of claim. Right and duty. Obviously unequal sales contracts must be amended or rejected in order to maintain. Protect the economic interests of the enterprise. Financial supervision over contractual matters involving intangible assets. Involvements. The signing of intangible asset contracts such as trademark rights contracts must be carried out. Legitimacy supervision to prevent enterprises from being implicated in economic losses and to enterprises. Goodwill has an adverse effect. Enterprises create higher sales profit.

References

- [1] Kang Ning. *Strengthen financial Supervision on sales business to Ensure the realization of enterprise management objectives* [J]. *Metallurgical Economics and Management*, 2001(03): 40-41.
- [2] ZHAO Lijing. *Discussion on Microeconomy and Enterprise Management* [J]. *Market Watch*, 2015(S1): 118-119.
- [3] Li Xiuling. *Research on Marketing Model in the Era of Social Network* [J]. *Scientific Chinese*, 2017(21): 181.
- [4] ZHANG Huiru, ZHOU Shu, FENG Baoquan. *Design and Implementation of Enterprise Management Sales System* [J]. *Computer and Network*, 2009, 35(18): 56-58.
- [5] ZHAO Lijing. *Discussion on Microeconomy and Enterprise Management* [J]. *Market Watch*, 2015(S1): 118-119
- [6] Zhang Fan, Chen Siyu, Zhao Xiaoling. *Digital economy* [J]. *Journal of business management transformation of the era of expo economy*, 2023 (02) : 166-168. The DOI: 10.19995 / j.carol carroll nki/F7.2023.02.166 CN10-1617.

- [7] Mai Chunjiang. *Discussion on the Construction of Modern Enterprise Management System* [J]. *Shanghai Commerce*, 2023(01):160-162.
- [8] Chen Jianbin. *Application of Fine Management in Enterprise Management* [J]. *Shanghai Commerce*, 2023(01):172-174.
- [9] Chen Zhiqiang. *Research on Management Organization Model of Urban Rail Transit Enterprises* [J]. *China Collective Economy*, 2023(03):66-69
- [10] Li Shujing, Hao Pingan. *State-owned enterprises under the era of big data management innovation strategies* [J]. *Journal of modern business*, 2023 (01) : 60-63. The DOI: 10.14097 / j.carol carroll nki. 5392/2023.01.044