

The Problems and Countermeasures of Enterprise Investment Management

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Abstract: Recent years, the development of global economy is more and more remarkable, and the enterprise investment management is also facing some problems and challenges. On the one hand, the proportion of enterprise investment in the development of national economy is increasing. One of the main driving forces of China's sustainable economic development is also enterprise investment. On the other hand, enterprises are facing more and more choices and management problems. Relevant managers are also facing unprecedented challenges. How to make the enterprise capital management meet the conditions of market operation is one of the most important issues for enterprises. This paper analyzes the current situation of investment management and some existing problems of enterprises, so as to put forward solutions to create higher wealth and profits for enterprises, and promote the steady development of the economic industry. Based on this, this paper first analyzes the main problems existing in the current enterprise investment management, and then analyzes the effective measures to improve the enterprise investment management from different aspects, so as to provide a reference for the exchange of relevant people.

Keywords: Enterprise investment management; Problems; Countermeasures

1. Introduction

In recent years, with the continuous development of China's socialist economic market, construction and investment activities have been recognized by more and more people. Now more and more enterprises choose to obtain benefits and development measures are investment. So far, investment management has become the core content and goal of modern enterprise management, but with the continuous change of market economy and the rapid change of economic situation, enterprise investment management is also facing some problems. The effectiveness of investment management is one of the key factors for the success or failure of enterprise development. Relevant enterprises need to choose investment projects carefully and improve the internal management level of enterprises. All enterprises need to have a good management team for their development. But so far, China's current economic development level and management system are still backward compared with the relevant developed countries, so the enterprise investment management still faces some problems, which need to be innovated and solved. In addition, in the rapid development of enterprise investment management, we also need to take into account the internal factors of the enterprise, so fundamentally analyze some problems in the enterprise investment management, improve the investment management system, constantly optimize the investment management program, and promote the stable and rapid development of the enterprise.

2. The Main Problems of Investment Management in Enterprises

2.1. Lack of scientific investment strategy guidance

Investment strategy guidance is one of the important contents of financial management activities. Enterprise investment management activities need to be carried out on the basis of a scientific and reasonable investment strategy and planning guidance. The investment strategy of an enterprise mainly refers to the overall plan made by the relevant personnel for the relevant investment activities by integrating the requirements of the overall development strategy of the enterprise, the future objectives, the scale of operation and other relevant factors. Enterprise investment strategy is also a way to establish new investment plans and projects through various selection of limited enterprise investment funds to obtain the best investment effect [1].

At present, the biggest problem of many enterprises in China is the lack of a long-term goal in operation and management activities. It can be seen that the current situation does not look at the future, which is a big problem in the process of investment management. Many enterprises, especially small and medium-sized enterprises, pay more attention to the immediate situation and short-term interests, lack of research and Discussion on the long-term development of related enterprises and major investment issues, and are too satisfied with the existing and accumulated profits. This kind of situation that does not develop from a long-term perspective will

affect the survival and development of enterprises to a certain extent, and even hinder the survival and development of enterprises.

2.2. Lack of effective budget management plan

Budget is a systematic method of analysis and calculation. It is often used to plan ahead of time and allocate the capital, manpower, material resources and some resources of an enterprise. Through this method of analysis and calculation, the established strategic objectives of an enterprise can be achieved. Some enterprises will also monitor the implementation process and progress of strategic objectives through budget. A scientific and reasonable budget can successfully budget the profit and cash flow of the enterprise, and the enterprise budget plays an important role in the development of the whole enterprise. In addition, the investment activity of an enterprise is a very arduous task and a huge amount of information. This activity integrates all the activities of information resources and professional technology. It requires decision makers to make detailed plans and make a detailed strategic plan before investment [2].

In the actual implementation process, many enterprises cannot introduce budget management well in the investment process due to the reasons that the management team is not professional, the concept of management is very backward, the effective organizational structure is less, and the execution force is not perfect. There are also some enterprises that have carried out budget management, but the execution force is not enough, which is too superficial and not thoroughly implemented situation. The consequences caused by this situation are very serious. Without a detailed strategic budget, there will be no way to have a detailed understanding of the investment field, direction, amount, source of funds, degree of project operation, investment profits and other matters. In decision-making, personal subjective opinions also need to be avoided, and one should not follow one's opinions too much. This comprehensive process with comments. The above situations should be avoided in investment activities. Only scientific investment management can avoid some major crises.

2.3. Lack of strict capital control mechanism

In today's time when money is very important, capital is the most indispensable part of the development of enterprises. Various funds have become a necessary condition for enterprises to carry out various business activities. The most important thing is that the investment activities of enterprises need sufficient funds to support, because the capital conditions of enterprises are very limited. Even if the funds can be raised from the outside, the raised funds can not fully satisfy the business activities. At the same time, capital can not be stopped just to a certain part, and capital needs to be circulated [3]. The

benefits of some solidified funds are very low, and the value-added of funds can be realized in the process of fund circulation. But once the capital flows, there are corresponding risks. There may be no output of input, no recovery from the outside world and other risks. So in many enterprises, in order to avoid this kind of risk, the capital flow is not smooth. This kind of capital management problem causes the capital to solidify. Even some of the funds invested will also have income risk.

In addition, there is also the problem of poor management of capital investment, and the management team is unable to effectively raise and use the capital. The consequences of this situation may result in capital shortage, financial risk or even serious impact on the overall development of the enterprise.

2.4. Lack of high quality financial management personnel

People are an important factor in all kinds of activities. No matter in the development process of all walks of life, it is inseparable from the contribution of talents. So in the process of research and decision of investment management distribution, policy implementation, policy summary, evaluation and so on, we need talents with professional level to carry out this kind of work. People's ideology can determine the development level of the whole enterprise to a certain extent. In real life, we can often see that successful enterprises generally have excellent enterprise managers and management teams with high executive power. However, in the process of failed investment management, there are often insufficient human resources. From this situation, we can see that investment management needs more human resources to support, and the capital and circulation of enterprises are limited by human factors. In the whole process of enterprise development, financial managers of enterprises will participate in the whole process. How to invest funds effectively and how to raise funds are all operated by excellent financial management personnel.

In addition, the rapid development of economic activities and management technology provides more possibilities for the development and innovation of enterprise financial management workers, which also requires the relevant enterprise financial management personnel to constantly improve their quality to meet the requirements of market development. But now most of the financial managers in the enterprises lack the corresponding professional foundation and work experience, which may hinder the development of enterprises.

3. Effective Measures to Improve Enterprise Investment Management

3.1. Guided by scientific enterprise investment strategy

The most important thing for enterprises in the overall development process is to do a good job in strategic planning and the establishment of financial strategic framework system [4]. Through the scientific management of relevant personnel, establish a set of investment management program suitable for the development of the enterprise itself, that is, investment strategy. This investment strategy should include comprehensive consideration of the country's overall economic situation, economic policies, the situation of the enterprise itself, market demand, the ability to prepare and mobilize resources and other factors. The most important thing is to formulate this investment strategy according to the actual conditions of the enterprise according to the development intention of the enterprise, so as to help the development of the enterprise. A scientific strategy can be a guide for the whole investment management activities of an enterprise in a long time, and it also plays a corresponding role in the optimization of resources in the investment management of strategic management. Therefore, the operation and management activities are guaranteed, and the financial operation can be carried out smoothly.

3.2. Establish an effective budget management system

Budget management is an overall arrangement for the overall operation and planning of an enterprise in the future. Whether the enterprise has a perfect and scientific budget management system directly determines whether the enterprise can operate smoothly and generate high profits. At the same time, budget management is of great significance for the establishment of the overall system and the improvement of the management level of the enterprise. Once the enterprise's investment activities are decided and implemented, it needs to have the ability to face the market risk challenge. A budget management

system with proper qualitative and quantitative objectives can promote the effective development of enterprises. And also plays a connecting role, in the whole process of enterprise development any loopholes and problems can be solved in a timely manner, budget management system can protect the investment management of enterprises.

4. Conclusion

Under the premise of rapid economic development, enterprise investment management is facing new problems and challenges, which need to be analyzed deeply by relevant personnel. This paper puts forward the relevant correct measures from many aspects, through taking the scientific enterprise investment as the strategic direction, establishing a practical and effective budget management system, establishing and improving the capital operation management system and strengthening the construction of compound talents team, these aspects improve the overall investment management of the enterprise, and enhance the competitiveness of the enterprise in the market.

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