

Research on Common Risks and Control Strategies of Enterprise Financial Investment

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Abstract: In recent years, with the rapid development of social economy, the competitiveness of social market is becoming stronger and stronger. In order to meet the diversified development needs of the current society and make the enterprises in an invincible position in the market economy, the financial industry must change the current economic development strategy, prevent the common investment risks in the enterprise financial investment and put forward effective solutions. This paper discusses and analyzes the common investment risks in the financial investment of enterprises, and puts forward the corresponding solutions for reference.

1. Introduction

In order to meet the needs and situation of the current social and economic development, financial enterprises innovate and improve the internal financial investment mode. A wide range of financial investment methods enable financial enterprises to obtain high profits, but at the same time, enterprises are facing serious financial investment risks. In order to realize the long-term development of enterprises and maximize their economic benefits, financial enterprises must strengthen the prevention and control of financial investment risks.

2. Common Risks in Enterprise Financial Investment

2.1 Fund Investment Risks

As the most common investment mode in financial enterprises, fund investment has the characteristics of flexible, diverse and transparent investment methods, and low risk. It is the most optimistic investment mode for many financial investors and beginners. But even if the risk is low, it still has some financial risks. The first is the external environment risk of the enterprise. For example, the macro-control policy of the state to stabilize the economic market brings serious investment risk to financial enterprises, which causes the fluctuation of fund income in the investment market. The enterprise income fails to achieve the expected effect^[1]. The second is internal risk. The poor management of fund enterprise managers leads to the wrong direction of enterprise development, resulting in a substantial reduction of enterprise fund income, making enterprises face serious financial investment risks, which is not conducive to the long-term development of financial investment enterprises. In addition, the internal managers of enterprises have insufficient knowledge of investment and lack professional financial investment skills, which is also an important factor of financial investment risks.

2.2 Securities Investment Risks

Compared with the common fund investment, the securities investment has the characteristics of high recovery benefit and high investment risk. The higher the investment risk, the richer the return. The common risk of securities investment mainly comes from the securities investment itself, and it has many uncertainties. If there is no actual market analysis on the securities investment market in the early stage of securities investment and no scientific prediction of the development trend, the securities investment will face significant investment risk. During the period of securities

investment, it will not bring the expected economic benefits to investors, even cause serious capital loss problems. If the return rate of securities investment is low, it will affect the estimated benefit of the enterprise, bring serious financial risk and bring serious negative impact on the future development of the enterprise. Therefore, in the process of securities investment, enterprises should reduce investment risk as much as possible, and keep a cautious attitude from the beginning to the end of securities investment.

2.3 Investment Risk of Derivative Financial Products

Derivative financial product investment is a new investment mode in the current social and economic development, which is of great significance to the reform and development of financial investment enterprises in the future. Compared with the previous investment modes, the derivative financial investment mode has greater investment risk. It is to control a large amount of cash in the enterprise, resulting in fluctuations in the value of enterprise assets, changing the significance of the initial derivative investment, and increasing the difficulty of financial management for the financial management department of the enterprise. If the financial management department of the enterprise can timely take the correct way to deal with the financial situation, it is possible to create huge economic benefits, even exceeding the estimated benefits. But if the enterprise does not deal with the financial problems timely and correctly or has improper operation, the economic benefits of the enterprise will be affected and sharply reduced, resulting in serious losses of enterprise funds.

3. Control Strategies of Enterprise Financial Investment Risks

3.1 Establish and Improve the Management and Control System of Enterprise Financial Investment Risks

The establishment and improvement of enterprise financial investment risk management and control system can effectively reduce the investment risks of enterprises, and has a positive impact on the long-term development of enterprises. According to the research on the development trend of the current financial market economy, most financial enterprises do not really understand the important influence of financial investment risk control on the development of enterprises. In the decision-making of internal investment direction, some enterprises are still in the state of blindly following the trend, which brings serious investment risks to the enterprise economy. In addition, some enterprises have strengthened the management and control of enterprise financial investment risk, but it is only a superficial form without practical operation, and it have not implemented the work of strengthening the management and control of investment risks into the actual work. Under the influence of various investment risks, enterprise financial investment risk control has not achieved substantive results. Therefore, in order to improve the above investment risks, enterprises must establish and improve the financial investment risk management and control system, combine with the development trend of social and economic investment and the expected income of enterprises, make rational choice of enterprise investment products, improve the internal investment risk management and control system, grasp the current development trend of social and economic investment in time, and build the investment risk prediction system to make an early prediction of the enterprise financial investment risks and formulate the corresponding solutions, so as to reduce the investment risks to the lowest level^[2].

3.2 Improve the Ability of Evaluating Enterprise Financial Investment Risks

Enterprise financial investment risks are uncontrollable and sudden, which are related to the internal investment direction and social economic environment. Different investment methods have different investment risks, and the degree of harm to enterprises is also different. Through the construction of investment risk estimation system, enterprises can reduce the harm of financial investment risks to enterprises, scientifically select the types of financial investment and estimate the investment risk, and formulate effective solutions. For example, through the constant monitoring of social economic development situation and investment development trend,

enterprises can grasp the development direction of financial investment at the first time, sort out the relevant investment data of enterprises, use the computer system to simulate the actual investment of enterprises, predict the potential risks of enterprise investment according to the simulation data, and effectively avoid the risks to help enterprises make better investment decisions. Especially in recent years, with the rapid development of science and technology, and the help of big data platform, a lot of financial investment evaluation software has been launched in China. The curve fluctuations of charts reflect the income level and risk coefficient of recent investment, making detailed evaluations and risk predictions for a variety of investment methods, which is very important to reduce the capital loss and investment risks of enterprises.

3.3 Establish a Professional Financial Investment Risk Control Team

Human resources are the internal driving force to promote the further development of enterprises, and also an important guarantee to improve the market competitiveness and the rapid development of social economy^[3]. Therefore, in order to effectively reduce the enterprise investment risks, enterprises should select the investors with high comprehensive literacy and professional technology to form a financial investment risk control team to evaluate and control the investment risks of the enterprise, maximize the personal value and role, and improve the economic benefits of the enterprise. Meanwhile, enterprises should also regularly organize personnel to carry out professional financial investment knowledge and skills training, and constantly enrich their own investment evaluation ability. In addition, enterprises can also set up internal reward and punishment system, encourage employees' interest in work, mobilize their enthusiasm, let investment managers actively learn more investment management knowledge and skills, treat each work with cautious and rigorous attitude, so as to effectively improve the management and control ability of financial investment risks of enterprises, reduce the economic losses brought by investment risks and improve the economic benefits of enterprises.

3.4 Strengthen the Cash Flow Management of Enterprises

At present, under the influence of various social economic environment crises and various financial investment risks, if enterprises want to improve their financial investment rate, they must strengthen the supervision of the cash flow in enterprises. First of all, it is necessary to conduct real-time supervision on the use of cash flow in the internal financial management of enterprises, and supervise and manage the internal fixed funds, so as to make the internal financial managers pay more attention to the cash flow management of enterprises. According to the needs of social and economic development, enterprise funds and industries can be circulated and cashed at any time, thus promoting the development of enterprises to a certain extent. Second, the internal financial management personnel should fully understand and grasp the current internal situation of the enterprise, take timely measures to deal with the overstocked goods in the enterprise, and formulate relevant allocation system conducive to the rational allocation of resources, make rational use of the overstocked resources in the enterprise, and reduce the resource waste and economic losses caused by too much inventory^[4]. At the same time, enterprises can also use some promotional means to deal with the overstocked goods, reduce the economic cost loss, promote the return of enterprise funds. Enterprises can reasonably adopt some pre-sale schemes, raise some prepayments, help enterprises increase the amount of enterprise capital loans, and issue enterprise bonds in time, so as to ensure the capital flow income ratio of enterprises, so as to effectively improve the economic efficiency of enterprises, and promote the growth of fixed funds. Finally, enterprise financial management personnel should timely recover the reconciliation funds, ensure the sufficient working capital of the enterprise, and lay a good economic foundation for the further improvement of the economic benefits of the enterprise.

4. Conclusion

To sum up, in order to effectively avoid financial investment risks, enterprises must do a good job in financial investment risk management and control, construct investment risk pre-purchase

system, integrate various investment risk data, and evaluate various investment risks in advance before financial investment. With a serious and cautious attitude, enterprises can make correct financial investment decisions, ensure that the investment income can achieve the expected results, so as to promote the further development of enterprises.

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