

Innovation Of Enterprise Cost Management Under Internet Plus Era

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Abstract: The world is entering a new era of "Internet +". Computing is everywhere, software defines everything, the network is inclusive, connected at your fingertips, and wisdom lights up the future. Information technology such as big data, intelligence, mobile internet, Internet of Things and cloud computing jointly promote the development of enterprise innovation. In the era of "Internet +", enterprises need to change their management concepts, integrate technological elements, realize management intelligent decision-making, and ultimately promote the long-term development of scientific and complete enterprises. Under these conditions, enterprises need to accelerate the pace of cost management innovation, with new technologies, New methods and new ideas have greatly improved the effectiveness of cost control.

Introduction

With the popularity of software from Taobao, Alipay, where to go, and drops, the Internet has changed traditional industries such as retail, finance, tourism, transportation and so on. China's consumer Internet has surpassed most developed countries in the rapid development. We are preparing to welcome the Internet from the Internet to the Internet. Change and innovation.

Compared with traditional enterprise management, the Internet has not changed the core of enterprise management: people, wealth, goods, production, supply and marketing, but the Internet has changed the way of application, production mode and business mode, and even changed the income structure of enterprises. For example, traditional finance can be upgraded to "accounting factory" through Internet +. In the Internet + era, more attention is paid to liquidity management; unified decision analysis and performance, combined with the Internet, can make greater use of internal and external data, and more accurately conduct enterprise benchmarking; traditional HR and Internet can be used for social recruitment. Mobile attendance; the combination of traditional procurement business and the Internet, evolved into e-procurement; the integration of manufacturing and the Internet, evolved into intelligent manufacturing, manufacturing services; the combination of sales management and the Internet, evolved into e-commerce and so on.

Enterprise Internet is a rare opportunity for many Chinese enterprises in transition and transformation of development mode, and it is also the trend of the times. It promotes a subversive change in business mode of enterprises, and promotes the innovation of organizations or institutions with various transaction relationships among enterprises, within enterprises and with enterprises. The new driving force of development is the change of traditional industry mode driven by intelligent manufacturing, and the integration of big data, artificial intelligence, mobile internet, Internet of things and cloud computing technology promotes enterprises to realize green manufacturing and develop digital economy. This article mainly explores how to implement more precise and precise cost control under the environment of Internet plus to help enterprises achieve

the requirements of accounting transformation, to achieve high quality cost and to enhance the competitiveness of enterprises.

Current Situation of Cost Management of Enterprises in China

The scope of cost management continues to expand. The object of traditional cost management is to calculate the exact cost of a product by allocating the indirect cost to the product according to a certain standard after calculating the direct cost. With the development of China's electronic information technology and the rise of the Internet era, the business process and financial management model of Chinese enterprises are changing. At the same time, it also puts forward new requirements and challenges to the content and scope of enterprise cost management. For example, with the diversification of enterprise management, while ensuring the sales of main products, enterprises can use idle funds to purchase stocks, bonds or cross-industry investment. At this time, enterprises not only need to evaluate the capital cost of the investment, but also calculate the opportunity cost of the funds, so as to make the traditional cost calculation of enterprises increasing scope.

There is some fuzziness in product cost division. Cost management is not a simple patchwork of individual cost problems, but an organic combination of multiple cost management projects. Because of the complexity of production process and the wide choice of cost control means, in the process of cost accounting, different methods lead to great differences in cost data, which makes it impossible to distinguish the boundaries between various costs. The hidden cost and induced cost caused by the loss of enterprise cost management system are difficult to realize the distribution among products. The information of cost management is becoming more and more vague, which brings difficulties to the decision-making of enterprise cost management.

Increased workload of financial log accounting. The important task of accounting is to measure all economic activities of enterprises in the form of money. Under the traditional financial cost management, according to the cost data provided by various production workshops and warehousing departments, the enterprise cost management Department distributes the cost directly or indirectly to each product through the methods of "product method", "step-by-step method" and "batch method", which serves as the basis for estimating the product cost and decides for the enterprise. Price and cost control provide the basis. With the advent of the Internet era, the scope of enterprise cost management has been expanded accordingly. The object of enterprise cost collection has changed from the original product to a project or even the enterprise itself, and the period of collection is more complex than the traditional cost management, which makes the enterprise cost management department increase the enormous workload of the factory.

Suggestions on Strengthening Financial Cost Management of Enterprises in the Background of Internet Era

With the rapid development of Internet and big database technology in China, information technology has penetrated into all the production and operation activities of enterprises in China. Especially, financial cost management of enterprises can collect more management data for enterprise management through Internet and big database system, so as to improve the efficiency of enterprise financial management. At the same time, the financial cost management of enterprises is also facing the test of mode innovation, expanding scope and personnel requirements. The following are some suggestions to strengthen the financial cost management of enterprises in the context of the Internet era.

Establishment of a definite concept of Timber-making management within an enterprise.

The rapid development of the Internet is to speed up the pace of enterprise production management. Enterprises should extend their vision forward to the potential market demand of products, and backward to customer feedback and maintenance, so as to improve the participation of all staff. Enterprise cost management must be carried out by all staff, all-round and whole process. This is the development direction of modern enterprises to strengthen cost management and control, and it has been paid more and more attention by enterprises. Whether it is the basic cost attitudes of project research cost, product design cost, procurement cost, production cost, sales cost, or the management cost and logistics cost directly related to it, it should be the object of enterprise cost management.

Realizing Innovation of Financial Timber Management by Using Information Means such as Internet. Firstly, in the Internet era, some applications such as material barcode, ERP cost management and positioning system improve the efficiency and accuracy of cost management in factories and enterprises. Especially in the era of big data, enterprise cost management departments can collect cost analysis data and impact cost factors on the basis of cloud computing, database systems and timely cost analysis. In order to ensure the objective and impartial cost management of enterprises. At the same time, the resource sharing of cost data can ensure the compilation and implementation of the top-cost calculation of the subsidiary companies of the enterprise group headquarters in time, so as to ensure the realization of the overall cost management objectives of the enterprise group. Secondly, the Internet era will shorten the time of information communication between customers and enterprises. Different groups of customers can directly put forward the requirements of product quality, style, price and after-sales in the network sales platforms such as Taobao and Jingdong. Enterprises should make full use of the advantages of the Internet era to collect consumer demand conveniently. Cloud computing and big database system are used to collect customers'demand for products, so as to timely modify the products of our enterprise, especially adjust the cost control objectives according to the needs of customers for product prices, so as to ensure that the products of the enterprise can meet the market demand.

Combining Financial Timber Management with Enterprise Strategic Objectives. The traditional cost management mode unilaterally believes that as long as the cost of products is reduced, the corresponding profits can be obtained. This idea completely ignores the complexity and unity of plant cost and enterprise strategic objectives. In practice, individual enterprise cost management departments blindly purchase cheap raw materials or improve production workers. Efficiency reduces the overall cost of the product, resulting in the situation that although the unit cost of the product is reduced, the operating profit of the enterprise is declining. Therefore, in the context of the Internet era, enterprises should combine cost management with strategic objectives, establish correct strategic awareness in the enterprise cost management department, and pursue ways to reduce the overall cost of enterprises by analyzing the linkages and influencing factors between product cost and the overall cost of enterprises.

Implementing Institutional Reform in Enterprises. The arrival of market economy has broken the business operation mode and organizational structure of enterprises under the traditional planned economy system, and has a tremendous impact on the cost of enterprises'products. Traditional enterprise organizational structure is three chains: production, commodity and transportation. In the Internet era, due to the changing needs of customers, enterprises should change their business model and organizational structure in time to meet the needs of customers, so as to upgrade their organizational structure. In order to further reduce the cost of enterprise administration and adapt to the requirements of the organizational structure in the Internet era, enterprises should thoroughly reform the administrative structure and decentralize the main rights

to the first production workshop and sales department, so as to prompt the front-line departments to make timely changes in marketing strategies according to customer feedback and market conditions. After the institutional reform, enterprises can reduce the time and human cost of reporting information at different levels of traditional institutions, improve the feedback and collection time of information on plant consumption and production costs, improve the overall management efficiency of enterprises, and then improve the comprehensive profit level of enterprises, and promote enterprises to enhance product competitiveness.

Establishment of Intelligent and Standardized Budget Management System. The advent of the Internet era has prompted enterprises to realize intelligent management process of financial cost management. It has enabled enterprises to get rid of the traditional way of budgeting and execution. Assessment as a pipeline mode of operation. Through the use of large database system and Internet shared data platform, enterprises can be analyzed and managed in a diversified way. Management provides more references. At present, most enterprises in our country still follow the rolling budgeting method of increasing or decreasing a certain percentage on the basis of last year's budget, because the original budget indicators have not been revised for a long time when the price of raw materials is outside. When the price level and other factors change, the enterprises still use the original budget indicators to carry out the budget execution analysis, which results in the lack of fairness and accuracy of budget execution analysis and can not provide reliable data support for enterprise management to analyze budget differences. In addition, most enterprise budget control system is not perfect, information technology content is low, and in the budget analysis only stay in the simple chart analysis, failed to consider the specific needs of enterprises and the specific conditions of the enterprise environment to create a financial management mode adapted to the "Internet +" era background, data mining and application obstacles will be Big data platform breaks down, the financial management system based on this platform has powerful functions, can efficiently collect historical data of enterprise finance, business, event environment and other aspects, and can more scientifically analyze enterprise budget objectives and prepare budget reports. Drawing a more rational budget management flow.

Summary

The development of "Internet plus" is in a state of flux, and the pace of progress is irresistible. The new generation of information technology and manufacturing accelerate the integration and grasp the general direction of "from manufacturing industry to manufacturing industry", highlighting the national innovation and docking global pattern. The system and method of theory will also usher in a subversive change. Manufacturing industry has entered the historical stage of intelligent manufacturing upgrading. New generation of information technology, such as big data, intelligence, mobile interconnection, Internet of Things and cloud computing, is accelerating its penetration into manufacturing industry.

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