

Title: Research on the State Grid Corporation Financial Strategy
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ABSTRACT

The State Grid Corporation of China started very fast. The power grid construction relies on the advanced standard design and large-scale construction and the investment is very large. As a fast-expanding energy pillar company, while maintaining my country's energy security and ensuring the preservation and appreciation of state-owned assets, it is also necessary to achieve the same growth of the company's scale and profits, thereby preventing financial style and operating risks. Therefore, by selecting a scientific and reasonable financial strategy, it is necessary to effectively design and control all the company's financial behavior. By using data research, case research, market survey and other research methods, this article has carried out research on the financial strategy of the State Grid Corporation, and after a wealth of historical data research, the choice of financial strategy should be relatively suitable for the company's development period. The company's development and growth should be in the four major periods of the initial creation period, expansion period, expansion phase, and recession period. In different historical periods, different financial strategies must be corresponding. We are generally distinguished into the following three categories, namely expansion, stable types, and preventing contraction

financial strategies.

However, the current financial strategy of power grid companies lacks financial strategic ideas, a low level of practice in corporate management, and inadequate implementation and irregularities. This study has also obtained the current staff of the State Grid staff. There are certain problems in financial aspects. Combined with literature research, the author recommends that in terms of financial management, the financial department should be based on the company's new positioning of the company's business segments and hierarchical functions in order to meet the needs of the external environment and internal development. The State Grid Corporation should be established "The financial management mechanism of the four support "supports" strengthening industry and financial management mechanisms, with business -driven financial management mechanisms as the main body. At the same time, four support systems: supporting financial organization reconstruction, financial team building, financial data sharing, and operating risk prevention and control. With a more effective adaptation of business differences in different sectors, deepen the degree of industry funding associations, and achieve refined management of finance. Because the process of financial data sharing system decision-making is inseparable from data, the financial data sharing system requires that the State Grid has formulated a unified data standard, connecting data from the financial department and business department, and uniformly set the authority settings for financial personnel to access business data. Under this system, the information formed by the departments will be broken, and the data between the departments can be accessed and used each other, which improves the accuracy of the financial department's decision-making.

At the level of company planning management, we advocate organically integrating the company's planning management and strategic management, and implement the pre-arrangement of the plan through the different strategic requirements of the company, and at the same time promote the overall planning of the company through the improvement of the planning level. Then, based on the planning budget, the annual budget was formulated, and the company's development strategies and plans were guided to organically integrate strategies, plans, goals, and strategies to be responsible for the company's strategic goals. In terms of financial planning strategies, first, through the introduction of financial target management systems, financial management information plans such as target financial plans, business financial planning, and financial sharing planning are established to enhance forward-looking and guiding. The second is to adopt the management method of financial goals, mainly to attach importance to important data such as the company's total income, cost, profits, and investment; attach importance to important non-data such as company customers, consumers, competitors based on the situation, management methods and management opinions are given according to the situation. The third is to do a good job in the coordination of national financial plans and strategic goals, annual budgets, and the linkage development mechanism. Building a financial strategic management database of enterprises, further improved the company's information system, and laid the cornerstone of financial forecasting for the integration of enterprise financial management and information resource sharing.

Keywords: Financial strategy; financial strategy of power grid companies; financial management; financial strategic management information library