

# The Role of Financial Management in Marketing

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**Abstract:** Financial management is an important part of the development of enterprises, which directly affects the level of production and operation of enterprises. It is of great significance to apply financial management to the marketing of enterprises. Based on this, this paper makes a comparative analysis of marketing forms at home and abroad, focusing on the optimization strategy of financial management applied to enterprise marketing, so as to provide theoretical support for the sustainable development of enterprises.

**Keywords:** Marketing; Financial Management; Optimization Strategy

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## 1. Marketing analysis at home and abroad

### 1.1 Comparison of political and legal factors

Enterprises are faced with certain political factors in the process of production and operation. In China, due to the relatively single political environment of marketing and relatively stable national policies, many policies and rules in different regions have certain differences, but their impact on marketing strategies is relatively low. For foreign markets, it is necessary to consider not only domestic laws, but also the laws of the host country, analyze international law, international conventions, international practices, international organization resolutions, etc., in the process of marketing abroad. The legal environment faced by enterprises is very complicated and influenced by many factors. At the same time, countries will adopt protectionist trade strategies against other countries in order to increase employment and protect the domestic market, which also restricts the marketing development of enterprises in foreign markets <sup>[1]</sup>.

### 1.2 Comparison of economic and cultural factors

Enterprise marketing itself is an economic activity, enterprise marketing will be directly affected by the economic and cultural environment, the different conditions of domestic and foreign economic environment will lead to changes in enterprise marketing strategy, domestic and foreign markets due to the different scale, directly affect the positioning of enterprise marketing. At the same time, due to the economic differences at home and abroad, the methods adopted in the marketing process are also different. We should pay attention to the factors of production, infrastructure, economic development stage, etc., and formulate different strategies.

### 1.3 Comparison of scientific and technological factors

The level of science and technology is directly related to the economic development of a country, and also affects the distribution of production factors. The level of scientific and technological development in different countries and regions is uneven, and enterprises must fully consider the scientific and technological development in different regions in the process of marketing. Domestic marketing is mainly developed at the national level of science and technology, but foreign marketing must be differentiated due to the differences between countries, different regions and countries use different marketing strategies. At present, with the development of science and technology level, the concept of knowledge economy has emerged in the world economy. Both domestic and foreign marketing should pay attention to the importance of knowledge in it.

## 2. Optimize the marketing ability of enterprises

The final result of enterprise marketing is reflected through financial data, and enterprise operators can get the development of various works from the data information fed back by financial data. For example, they can understand the problems existing in the development of enterprises and their own advantages, so as to adjust the direction of marketing activities. In the process of carrying out the system reform, operators can also take the financial report as the main basis, and finally realize their core competitiveness in the optimization and adjustment.

In the process of production and operation, enterprises should form a socially oriented development concept, with the help of financial management methods and measures, adjust marketing methods, maximize the benefits from the society, promote the increase of market share of enterprises, and strengthen the visibility of enterprises.

### **2.1 The application of financial management in commodity discounts**

In the process of marketing, enterprises often adjust their prices and have been adapting to changes in the market and the needs of customers. For enterprises, small profits and quick sales are typical commercial discount methods. Merchants stimulate consumption by reducing product prices. Make consumers' desire to consume products increase, and then increase sales in the case of the same nature and function of the product itself. The main scope of commodity discounts is some non-daily necessities, which are easy to get consumers' attention after obvious commercial discounts.

Cash discount is mostly used in debt. In order to urge debtors to repay their debts as soon as possible, enterprises will propose preferential methods of repayment discount within a certain period of time, so as to stimulate the enthusiasm and initiative of the repayers. Although the use of cash discount in the marketing process will cause economic losses in a short period of time, it will also have a certain positive impact, that is, shorten the collection time and reduce the possibility of bad debts<sup>[2]</sup>.

### **2.2 Reduce the risk of installment payment with the help of financial management**

Commodity installment payment is a common form of payment in recent years, this payment method will not receive the full payment of the goods after shipment, but the price of the goods is divided into several parts, and the collection is completed within a certain period. Merchants using this method of payment will require consumers to pay a certain amount of interest, and within a certain period of time to complete the payment of fees. The installment payment strategy is for people's demand for a better life, so that consumers can consume ahead of time, which also plays a certain role in improving the market share of enterprises. However, enterprises need to make it clear that installment payment will bring profits to enterprises, but also cause certain problems and risks. The completion of the whole process of installment payment needs to be based on the mutual trust of merchants and consumers. Consumers' trust in enterprises is mainly reflected in the rationality of installment payment, that is, enterprises provide some non-discriminatory services to consumers. Collect interest and merchandise payment in strict accordance with the prescribed range in the installment payment. In a short period of time, the enterprise did not fully get the transformation from cost to benefit, and it also cost a certain degree of management costs in the follow-up collection. In addition, before getting the installment payment service, enterprises must evaluate the personal reputation of consumers. With the accumulation of various management costs, enterprises will bear increasing pressure in the installment payment<sup>[3]</sup>.

### **2.3 Improve marketing efficiency with financial management**

To carry out marketing work in the process of production and operation of enterprises, it is necessary to know the market environment and price fluctuation, and at the same time to grasp the equipment and products urgently needed by customers. Enterprises are also willing to sell to customers at preferential prices, but customers are affected by various factors such as capital and operation, so they cannot make full payment for goods in a short time. Hasty early delivery of products and equipment has serious business risks, so it is necessary to use a more stable way to protect the legitimate benefits of enterprises. In this process, the enterprise can choose the leasing company to take over and break the deadlock between the two sides. The leasing company has a more obvious advantage in capital and sales channels. The leasing company evaluates the user information given by the enterprise to determine if the user's credit status is good, it can buy products from the enterprise, and then lease these equipment to customers in need. In this process, enterprises use financial management to transfer the sales risk, but also put the product into the market, and get stable benefits. Leasing companies can also assess risks through financial management methods and collect customer funds to obtain sustainable benefits. Customers get the right to use the product through a reasonable form and solve their own urgent needs. In general, under the role of financial management, production enterprises, leasing companies and customers have achieved a win-win situation<sup>[4]</sup>.

## **2.4 Clarify the marketing objectives of enterprises and optimize the financing design**

In the marketing process, capital investment should be based on the actual situation, and sales funds should not be blindly increased. Reasonable capital reserve should be integrated with the production situation of products and other needs, so enterprises need to make full use of financial management methods to systematically analyze the allocation of funds in the process of marketing, adjust the scale, investment and time of marketing plans, and prepare marketing funds in stages. Financial management can make effective planning for marketing financing channels. The ways of enterprise investment include equity, bonds, etc. These financing methods have their own advantages, but there are also certain risks. For example, in the process of equity investment, after equity separation, the enterprise does not need to pay additional interest generated by financing, and there is no requirement for debt repayment. However, in the process of equity separation, the control power of enterprise managers is also decreasing.

## **2.5 Reasonable analysis of the financial situation, gradually adjust the marketing strategy**

The most important thing in the financial management of enterprises is in the process of production and operation, so enterprises should make correct settlement and accounting through scientific and reasonable management technology, reduce unnecessary expenditure on taxes and fees, in order to improve the marketing effect. For example, in actual operation, the headquarters and branches of the enterprise are in different regions, so it is necessary to design the process according to the differences in local tax conditions. However, the implementation of any settlement method must meet the national tax requirements, only in this way can ensure the legitimacy and compliance of financial management. Under the influence of financial management methods, enterprise marketing has gradually established a perfect fund budget system. The expansion of enterprise profits requires control in procurement, processing, sales, marketing and other links.

## **3. Concluding remarks**

To sum up, the positive effect of financial management on marketing has been demonstrated, so enterprises should study the measures and methods of financial management in combination with the actual situation of production and operation. Ensure the deep integration of financial management and marketing, effectively improve the sales ability of the enterprise, and make the enterprise develop in an orderly and sustainable direction.

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