

# A 医药制造公司的营运能力分析

## 摘 要

随着市场经济制度的不断完善，财务相关理论逐渐成熟，在企业管理中，领导层重视对企业经营数据的分析，能够更为科学认识企业发展现状。A 医药制造公司缺乏对数据分析的重视，难以利用企业营运能力分析结果，对当前企业经营状况进行科学评判，造成当前管理工作存在较大的不足。

在医药制造领域，存在的企业较多，A 医药制造公司在激烈的市场竞争并不具备较大优势，企业管理人员不重视该企业经营数据的分析，难以在日常管理中发现企业经营过程中存在的问题，缺乏对这些问题分析能力，不利于提高整体工作质量。本文主要将 A 医药制造公司作为研究对象，通过对该企业的营运能力现状进行分析，及时发现该企业营运阶段存在的问题，针对性提升现阶段管理工作质量，为企业自身经营效益的提升做出贡献。

**关键词：**营运能力；存货周转率；流动资产周转率；市场占有率

# Analysis of Operational Capability of A Pharmaceutical Manufacturing Company

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**Abstract:** With the continuous improvement of the market economy system, the relevant financial theory is gradually mature. In the enterprise management, the leadership attaches importance to the analysis of enterprise operation data, which can more scientifically understand the development status of enterprises. A pharmaceutical manufacturing company is lack of attention to data analysis, and it is difficult to make use of the results of enterprise operation capacity analysis to scientifically evaluate the current business situation of the enterprise, resulting in the current management work has great deficiencies.

In the field of pharmaceutical manufacturing, there are many enterprises. A pharmaceutical manufacturing company does not have a great advantage in the fierce market competition. The enterprise managers do not pay attention to the analysis of the business data of the enterprise, so it is difficult to find the problems in the business process in the daily management, and lack the ability to analyze these problems, which is not conducive to improving the overall work quality. In this paper, a pharmaceutical manufacturing company as the research object, through the analysis of the current situation of the enterprise's operating capacity, timely find the problems existing in the operation stage of the enterprise, improve the quality of management work at this stage, and make contributions to the improvement of the enterprise's own business efficiency.

**Keywords:** operating capacity; inventory turnover rate; current asset turnover rate; market share

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