

对降低产品成本途径问题的研究

摘要

随着贸易全球化的高速发展，产品的差异程度也在不断完善，企业之间的竞争愈加激烈，如何有效的降低产品的成本成为公司越来越关心的问题，也是公司能否追求利润最大化和长期存活的重要因素之一。本文从产品成本的构成要素出发，先论述产品成本现状和降低产品成本对企业的重大意义。随后再从多个角度来分析减少成本的具体方式和途径，包括传统角度，产品生产供应链角度等等。同时综合考虑供应链成本管理思想，研究了怎样在设计阶段、采购阶段、生产阶段及营销阶段降低产品成本。最后，还对降低产品成本应注意的问题以及降低产品成本的重要意义所在进行强调说明。本文的主要目的在于通过降低企业产品成本，能让企业在实现利润最大化的同时，也能更好的节约人力物力财力，保护环境，充分合理的利用企业的各种资源。

关键词:降低成本;途径;研究;效益

ABSTRACT

With the continuous improvement of global economic integration and informatization, the intensity of the market has increased. In this era of big data, the channels for consumers to obtain product information are also increasing. The continuous decline of product market segments makes competition among enterprises more tragic. The profit margin of enterprises is gradually shrinking. Therefore, if companies want to maximize profits, reducing costs is a good way. Reducing product costs can not only increase profits, but also reduce the consumption of various resources of the enterprise. It is also an important factor for the long-term survival of the enterprise in this fierce market environment, and enables the enterprise to use as little resources as possible. , To produce more high-quality products that meet the needs of consumers. Therefore, if a company wants to reduce product prices, one of the most important ways is to reduce product costs. After reducing the cost of products, companies can set more attractive prices, and companies can achieve higher profits and make full use of resources. Starting from the elements of product cost, this paper first discusses the present situation of product cost and the great significance of reducing product cost to enterprises. Then, it discusses various ways and methods to reduce product cost respectively from the traditional aspect and product production supply chain Angle, among which it mainly discusses how to reduce product cost in the design

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