

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION

"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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**RESEARCH ON FINANCIAL RISK MANAGEMENT UNDER ENTERPRISE
DIVERSIFICATION STRATEGY -- TAKING
WEIWEI CO., LTD. AS AN EXAMPLE**

Master's thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 68 p, 14 figures, 17 tables, 54 sources.

Keywords: DIVERSIFICATION STRATEGY, FINANCIAL RISK, RISK MANAGEMENT, FINANCING RISK, INVESTMENT RISK, CAPITAL OPERATION RISK, ANALYTIC HIERARCHY PROCESS, EFFICACY COEFFICIENT METHOD, WEIWEI CO., LTD.

The aim of the study is to provide theoretical support and guidance for Weiwei Co., Weiwei Co., Ltd.'s financial risk management, and put forward corresponding counter-side suggestions for its existing problems, hoping to help Weiwei Co., Ltd. strengthen its awareness of financial risk management and improve its financial risk management mechanism.

In order to achieve the above stated goal, the following **objectives** have been developed.

From the two aspects of diversification strategy and financial risk, related basic theories are expounded, and the theoretical basis of this paper is summarized from the four theoretical directions of investment portfolio, synergy, principal-agent, and risk management. Taking Weiwei Co., Ltd. as an example, first briefly introduces the company, analyzes the reasons for the implementation of the diversification strategy, combs the development process of Weiwei Co., Ltd.'s diversification strategy, and analyzes the degree of diversification.

Identify the financial risks of Weiwei Co., Ltd., use the analytic hierarchy process and the efficiency coefficient method to evaluate the financial risks, and then analyze the financial risk problems of Weiwei Co., Ltd. in the process of diversification.

Put forward the problems in the financial risk management of Weiwei Co., Ltd., and put forward corresponding suggestions on the problems in the financial risk management.

Object of the research: Weiwei Co., Ltd., resulting in financial risks under the implementation of diversified strategic operations.

Subject of the research: analyze the problems in the financial risk management of Weiwei Co., Ltd. under diversified operations, and at the same time puts forward corresponding suggestions on the problems in its financial risk management. Play a certain reference role in the risk management of companies implementing diversified strategies.

Research methods: documentary analysis, case analysis method, analytic hierarchy process, efficacy coefficient method.

Realm of the possible practical application: it is expected to be of reference significance for other diversified companies to establish an effective financial risk management system.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.