

ANALYSIS OF FINANCING PROBLEMS OF SMALL AND MICRO ENTERPRISES IN HENAN PROVINCE UNDER THE NEW NORMAL ECONOMY

Gao Xueshuang
Institute for Management
Science and Engineering
Henan University, Kaifeng
CHINA

Yao Yuan
Institute for Management
Science and Engineering
Henan University, Kaifeng
CHINA

ABSTRACT

In the new normal economy, small and micro enterprises have an important role to play in promoting the economic growth of Henan province but the financing problem has been further highlighted by the slowdown in the economy, through the analysis of the financing model and present situation of small and micro enterprises in Henan province in the new normal economy, the paper tries to find out the reasons why it is difficult to raise finance in the course of development, explore how to reduce and solve the financing obstacles of small and micro businesses, and propose solutions to provide theoretical basis and reference for solving small micro enterprise financing problems.

Keywords: small and micro enterprise; new normal economy; financing problems; countermeasures.