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on the topic:**

**„Ways to improve the efficiency of enterprise management (using the
example of Zhonglin Group Leizhou Forestry Bureau Co., Ltd)“**

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ABSTRACT

This study aims to explore methods to improve enterprise management efficiency, analyze the current development status of China's forestry industry, and summarize some effective management strategies and methods.

Taking **Zhonglin Group Leizhou Forestry Bureau Co., Ltd.** as an example, by elaborating on the company's basic situation, characteristics, and financial data in recent years, the study found that the enterprise has achieved good results in operation. However, the company has problems in management efficiency in the past, such as management system issues, management mechanism issues, management concept issues, outdated technical equipment issues, aging personnel, and discontinuity issues. In response to these issues, the company has taken corresponding measures in its reform and development, such as improving management efficiency and enhancing sustainable development by optimizing company construction, innovating technological equipment, and stimulating employee innovation initiative.

Keywords: ANALYSIS, EFFICIENCY, MANAGEMENT, MANAGEMENT EFFICIENCY, ENTERPRISE, FORESTRY, INNOVATIONS.

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