

**CREATING SHARED VALUE, CHALLENGES, INSTIGATORS AND SWOT  
ANALYSIS OF CONSTRUCTION SMES TOWARDS STRATEGIC DEVELOPMENT  
OF SUSTAINABLE ENTERPRISES**

**TESTAŞ ISITMA SOĞUTMA DOĞALGAZ**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Financial performance will improve.</li> <li>• Enhanced reputation and brand image.</li> <li>• Less operational cost.</li> <li>• Easy availability of capital.</li> <li>• Increased customer loyalty and sales</li> </ul>	<ul style="list-style-type: none"> <li>• There is lack of communication between companies and general public. General public is very less interested in knowing whether the company is contributing for society, economy and country.</li> <li>• Due to lack of transparency among the companies , CSR initiatives can't be taken as there is no proper report of profitability, exact information, audit issues and utilization of funds.</li> <li>• The people in Aydın take CSR as narrower term but in reality is a broader term if taken into action.</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Business relationships are built on mutual understanding and based on realistic and true statements. This leads to have great opportunity for being sustainable and developed for us.</li> <li>• Being able to understand the real facts of the environment which helps our business as well as the society.</li> <li>• As the time and resources are limited, so to grab more power, there is need to put more efforts and deep understanding of mutual dependency and highest potential of mutual benefits.</li> </ul>	<ul style="list-style-type: none"> <li>• There is lack of public policies to promote CSR.</li> <li>• There is lack of consistent legislative framework.</li> <li>• Regulations by the Government to make CSR spending compulsory as a percentage of their annual profit</li> </ul>