

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

**EYS METAL SAN. VE TİC. LTD. ŞTİ.**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• <i>helping philanthropic organizations</i></li> <li>• <i>providing employees with social and economic rights</i></li> <li>• <i>supporting employees to develop their skills.</i></li> <li>• <i>supporting projects for the public benefit.</i></li> <li>• <i>awareness of sensitivity towards the natural environment, adopting an environment-oriented management approach.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Lack of global reach.</i></li> <li>• <i>Lack of visibility factor between companies and the general public.</i></li> <li>• <i>Advertising almost exclusively restricted to internet</i></li> <li>• <i>Our structure is only compatible with present business model thus limiting expansion in adjacent product segments.</i></li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• <i>Increasing distribution and partnerships to establish more company owned or independent stores society</i></li> <li>• <i>Expansion into other mediums of advertising with new corporate partners</i></li> <li>• <i>The new technology provides an opportunity to Csr to practices differentiated pricing strategy in the new market for us</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Competition of established brands with far greater capital and media exposure</i></li> <li>• <i>Rising pay level especially movements leading to serious pressure on profitability of Csr</i></li> <li>• <i>different laws and continuous fluctuations regarding product standards</i></li> <li>• <b>Economic recession</b></li> </ul>