

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

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STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Knowledge and expertise • Trainings and education programs based in agriculture and in sustainable practices • Online and live trainings • Strong brand name 	<ul style="list-style-type: none"> • Lack of trainers • Promotion methods • Lack of funding
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Funding opportunities for sustainable trainings • Sustainability training demand • Online growth / participants from more areas • Good marketing strategy 	<ul style="list-style-type: none"> • Market competition • Population low awareness • Economic instability