

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

**Lefkaditis\_ Greek Trading Center\_ Selling industrial tools & materials,  
agriculture machines 7/2023**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• Knowlegde and expertise</li><li>• Variety of products</li><li>• Client's trust</li><li>• Good marketing strategy</li><li>• Investing in sustainability practices</li><li>• Strong brand name</li></ul>	<ul style="list-style-type: none"><li>• Few specialized employees</li><li>• Payment facilities</li></ul>
OPPORTUNITIES	THREAHS
<ul style="list-style-type: none"><li>• Online market growth</li><li>• Sustainable requests</li><li>• Funding oppotunities</li><li>• Growth oppotunities</li></ul>	<ul style="list-style-type: none"><li>• Low purchasing power</li><li>• Economic instability</li></ul>

**CREATING SHARED VALUE @VET**