

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

**Narkissos.Diakosmisi\_SME\_Greece\_Larissa\_Trade\_Selling flowers &  
Decoration services 7/2023**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Knowledge and expertise</li> <li>• Local present/ Local community</li> <li>• Client trust</li> <li>• Sustainable practices / recycling packages</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonal demand</li> <li>• Limited resources</li> <li>• Limitation in local market</li> <li>• Limitation of products (flowers short life)</li> </ul>
OPPORTUNITIES	THREAHS
<ul style="list-style-type: none"> <li>• Growing Demand for Sustainable Products</li> <li>• Word of mouth</li> <li>• Online shop / platform</li> </ul>	<ul style="list-style-type: none"> <li>• Intense Competition</li> <li>• Clients low budget</li> <li>• Economic instability</li> <li>• Market competition</li> </ul>