

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

STRENGTHS	WEAKNESSES
<p>In terms of CSR at your company, what strengths can you point to? Supporting questions:</p> <ul style="list-style-type: none"> -What are our strengths? -What do we do well? -What advantages do others see in us? <p>As a small company that sells office furniture, we see our main strengths in good internal communication and a consistent vision towards the CSR area. Our strength is definitely our broad activities in the areas of education, health culture and the arts. We use our product range to support activities outside of the furniture industry, such as during meetings, workshops or conferences.</p>	<p>In terms of CSR at your company, what weaknesses can you point to? Supporting questions:</p> <ul style="list-style-type: none"> -What are our shortcomings? -What could we do better? -What drawbacks do you see in <p>We are not able to allocate more finances for non-industry activities, which makes us rely on our own desire and search for free space between employees' work and private lives to realize anything in the area of CSR.</p>
OPPORTUNITIES	THREATS
<p>In terms of CSR at your company, what opportunities can you identify? Skip questions:</p> <ul style="list-style-type: none"> -What are the opportunities or possibilities that we could take advantage of by implementing CSR in the company? -What are some interesting trends that we are aware of? <p>There is a lot of room in this area to expand contacts, establish new business relationships and at the same time carry the message that a company's activities do not have to be limited to working in a closed area of its industry. Improving the company's image through CSR activities increases the effectiveness of promotional and marketing activities, and thus the quality of the brand in the market is strengthened.</p>	<p>In terms of CSR at your company, what risks can you identify? Supporting questions:</p> <ul style="list-style-type: none"> -What obstacles or problems await the company without considering CSR activities? -What can CSR threaten us with? -Can changes in technology and new developments in the market be an obstacle for us in terms of CSR? <p>Changes in the area of technology, especially the recently popular AI, can cause changes in the organization of the team, such as in the area of design or marketing, and this can negatively translate into CSR activities due to greater restrictions in the team space. There are also further tax challenges, which also translates into less finances in CSR activities.</p>

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