

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

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SWOT analyzes the internal and external environment and the factors that can impact the viability of a decision.

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STRENGTHS	WEAKNESSES
<p><i>In terms of CSR at your company, what strengths can you point to? Supporting questions:</i></p> <ul style="list-style-type: none"> <li>-What are our strengths?</li> <li>-What do we do well?</li> <li>-What strengths do others see in us?</li> </ul> <p><i>Our strengths are our organizational culture based on values that all employees share.</i></p> <p><i>We are very open to the needs of the environment, each employee tries to get into the essence of the needs and reports such areas in the company where we can help. An example is the internal action of our employees, who collected a certain amount of money to help Ukrainian war refugees. To the amount collected, the Management Board added another amount and a fund was created to finance a free Polish language course for Ukrainians, also led by a Ukrainian woman, a Polish language teacher (also in need of help, in this case financially).</i></p> <p><i>We often support young people - student scientific circles, sports teams, individual athletes (e.g. Kacper Dworak, who has achieved international success).</i></p> <p><i>Our typical CSR activities are aimed at schools, to which we finance prizes or, for example, school aids, sometimes tables and chairs, televisions, or other types of equipment for classrooms.</i></p> <p><i>Such activities are not part of marketing communications, but rather are dictated by a sense of duty to the community in which the company operates.</i></p>	<p><i>In terms of CSR at your company, what weaknesses can you point to? Supporting questions:</i></p> <ul style="list-style-type: none"> <li>-What are our shortcomings?</li> <li>-What could we do better?</li> <li>-What drawbacks do you see in</li> </ul> <p><i>We are a small family business, so our corporate social responsibility benefits are limited by our funds that we can allocate for this purpose.</i></p> <p><i>Financial constraints are accompanied by staffing limitations - staff shortages mean that those employed do not have the time to fill with additional corporate social responsibility tasks.</i></p>
OPPORTUNITIES	THREATS
<p><i>In terms of CSR at your company, what opportunities can you identify? Skip questions:</i></p> <ul style="list-style-type: none"> <li>-What are the opportunities or possibilities that we could take advantage of by implementing CSR in the company?</li> <li>-What are interesting trends that we are aware of?</li> </ul> <p><i>Opportunities arise from activities that promote responsible behavior in business, reliable information about what shape it should take.</i></p> <p><i>Companies are often ready to take action, but they need that final push that pushes them to do so.</i></p> <p><i>Good practices should be presented in the public space</i></p>	<p><i>In terms of CSR at your company, what risks can you identify? Supporting questions:</i></p> <ul style="list-style-type: none"> <li>-What obstacles or problems await the company without considering CSR activities?</li> <li>-What can CSR threaten us with?</li> <li>-Can changes in technology and new developments in the market be an obstacle for us in terms of CSR?</li> </ul> <p><i>Threats mainly relate to financial constraints.</i></p> <p><i>After the changes in the tax system and raising them by health, most companies do not have free funds to spend on CSR.</i></p>

and communicated as an example to follow.

The European Union's regulations on CSR and their "translation" into the functioning of micro and small companies should also be subject to promotional activities.

Further taxes, which the government is planning to impose to finance unprecedented handouts, may prevent CSR activities.

SWOT analysis is a [framework](#) for identifying and analyzing an organization's strengths, weaknesses, opportunities and threats. These words make up the SWOT



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