

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

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

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

**CREATING**  
SHARED VALUE @VET

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• The school benefits from the strong reputation associated with the name Gustave Eiffel, which may attract students and enhance its credibility.</li> <li>• The school focuses on specific vocational areas or industries, this specialization can be a strength, providing targeted education and training.</li> <li>• Having strong connections with relevant industries can lead to better placement opportunities for students and provide valuable resources for the school.</li> <li>• State-of-the-art facilities and resources can be a significant strength, enhancing the learning experience for students.</li> </ul>	<ul style="list-style-type: none"> <li>• The school lacks robust CSR initiatives, it may be perceived as less socially responsible, potentially affecting its image and attractiveness to socially conscious students.</li> <li>• Budget limitations may impede the school's ability to invest in meaningful CSR activities, hindering its potential positive impact on society.</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Identifying opportunities to incorporate sustainability and social responsibility into vocational programs can align with industry demands and societal expectations.</li> <li>• Forming partnerships with local NGOs or social enterprises can provide opportunities for students to engage in meaningful CSR projects, contributing to community development.</li> </ul>	<ul style="list-style-type: none"> <li>• Failing to address CSR issues or engaging in practices perceived as socially irresponsible could lead to reputational damage and reduced enrollment.</li> <li>• As societal expectations evolve, there may be increased demand for educational institutions to demonstrate a commitment to social responsibility, making it a potential threat if not addressed.</li> </ul>