

**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 acronym.

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

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STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Qualified teaching staff • Modern Technological Infrastructures • Network of National and Foreign Partnerships • Programme contents up to date with business reality 	<ul style="list-style-type: none"> • Lack of financial resources • Outdated technology • Low job placement rate at the end of courses • Lack of recognition in the business community
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Strong Demand for Technological Courses • Subsidy or funding programmes: • Development of International Partnerships • Lack of Qualified Labour 	<ul style="list-style-type: none"> • Competition from Other Institutions • Changes in Educational Policies • Rapid Changes in Labour Market Needs • Technological challenges

STRENGTHS Forças	WEAKNESSES Fraquezas
<ul style="list-style-type: none"> • Qualified teaching staff • Modern technological infrastructure • Network of national and international partnerships • Syllabus up to date with business reality 	<ul style="list-style-type: none"> • Lack of financial resources • Outdated technology • Low job placement rate at the end of courses • Lack of recognition in the business community
OPPORTUNITIES Oportunidades	THREATS Ameaças
<ul style="list-style-type: none"> • Strong Demand for Technology Courses • Subsidy or financing programs: • Development of international partnerships • Lack of Qualified Labor 	<ul style="list-style-type: none"> • Competition from other institutions • Changes in Educational Policies • Rapid Changes in Labor Market Needs • Technological challenges

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