



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

**LCIC - Lodz Chamber of Industry and Commerce**

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.



STRENGTHS	WEAKNESSES
<p>a lot of members - biggest organization of the region</p> <p>small organization in terms of employees - flexibility/agility of actions and employees</p> <p>professional, well -trained staff</p> <p>commitment to quality</p> <p>direct connection to companies - ability to answer their needs and find solutions to their problems</p>	<p>inactive members</p> <p>historical reluctance to associate</p> <p>low membership fees which enforces other actions to be taken so as the chamber can function</p>
OPPORTUNITIES	THREATS
<p>European funds that can be operated by LCIC</p> <p>taking over of tasks of other institutions (public or semi - public)</p> <p>membership in other organizations like National Chamber of Commerce</p> <p>know-how sharing with others organizations and between members</p>	<p>other regional organizations with the same target group and mission (business environment institutions)</p> <p>political and economical changes</p> <p>law changes - chamber of commerce acts under the act of chambers</p> <p>international threats</p>