

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

**TESTAŞ ISITMA SOĞUTMA DOĞALGAZ**

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>• Financial performance will improve.</li> <li>• Enhanced reputation and brand image.</li> <li>• Less operational cost.</li> <li>• Easy availability of capital.</li> <li>• Increased customer loyalty and sales</li> </ul>	<ul style="list-style-type: none"> <li>• There is lack of communication between companies and general public. General public is very less interested in knowing whether the company is contributing for society, economy and country.</li> <li>• Due to lack of transparency among the companies , CSR initiatives can't be taken as there is no proper report of profitability, exact information, audit issues and utilization of funds.</li> <li>• The people in Aydın take CSR as narrower term but in reality is a broader term if taken into action.</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Business relationships are built on mutual understanding and based on realistic and true statements. This leads to have great opportunity for being sustainable and developed for us.</li> <li>• Being able to understand the real facts of the environment which helps our business as well as the society.</li> <li>• As the time and resources are limited, so to grab more power, there is need to put more efforts and deep understanding of mutual dependency and highest potential of mutual benefits.</li> </ul>	<ul style="list-style-type: none"> <li>• There is lack of public policies to promote CSR.</li> <li>• There is lack of consistent legislative framework.</li> <li>• Regulations by the Government to make CSR spending compulsory as a percentage of their annual profit</li> </ul>