

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

Jantsa Company

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"> • Sustainable development. • Use of recycled products. • Contribution towards society. • Safety and quality. • Diversity of employees and customers • Massive following on social media 	<ul style="list-style-type: none"> • There is lack of judgement within a time frame due to which there is duplication of others' efforts. • Lack of visibility factor between companies and the general public. • Well organized non-government organizations are not available in rural and remote areas. • Involves lot of money to be spent • Our structure is only compatible with present business model thus limiting expansion in adjacent product segments.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Better impact of brand image of the business house on the minds of customers • Better visibility of the business in all areas • The new technology provides an opportunity to Csr to practices differentiated pricing strategy in the new market for us • Rise in green marketing 	<ul style="list-style-type: none"> • There is lack of public policies to promote CSR. • There is lack of consistent legislative framework. • Regulations by the Government to make CSR spending compulsory as a percentage of their annual profit. • Rising raw material poses a threat to the Csr Limited profitability for us