

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"> • <i>helping philanthropic organizations</i> • <i>providing employees with social and economic rights</i> • <i>supporting employees to develop their skills.</i> • <i>supporting projects for the public benefit.</i> • <i>awareness of sensitivity towards the natural environment, adopting an environment-oriented management approach.</i> 	<ul style="list-style-type: none"> • <i>Lack of global reach.</i> • <i>Lack of visibility factor between companies and the general public.</i> • <i>Advertising almost exclusively restricted to internet</i> • <i>Our structure is only compatible with present business model thus limiting expansion in adjacent product segments.</i>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • <i>Increasing distribution and partnerships to establish more company owned or independent stores society</i> • <i>Expansion into other mediums of advertising with new corporate partners</i> • <i>The new technology provides an opportunity to Csr to practices differentiated pricing strategy in the new market for us</i> 	<ul style="list-style-type: none"> • <i>Competition of established brands with far greater capital and media exposure</i> • <i>Rising pay level especially movements leading to serious pressure on profitability of Csr</i> • <i>different laws and continuous fluctuations regarding product standards</i> • <i>Economic recession</i>