

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

**Lefkaditis_ Greek Trading Center_ Selling industrial tools & materials,
agriculture machines 7/2023**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Knowlegde and expertise• Variety of products• Client's trust• Good marketing strategy• Investing in sustainability practices• Strong brand name	<ul style="list-style-type: none">• Few specialized employees• Payment facilities
OPPORTUNITIES	THREAHS
<ul style="list-style-type: none">• Online market growth• Sustainable requests• Funding opporinities• Growth opportunities	<ul style="list-style-type: none">• Low purchasing power• Economic instability

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SHARED VALUE @VET**