

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

**Narkissos.Diakosmisi\_SME\_Greece\_Larissa\_Trade\_Selling flowers &  
Decoration services 7/2023**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• Knowledge and expertise</li><li>• Local present/ Local community</li><li>• Client trust</li><li>• Sustainable practices / recycling packages</li></ul>	<ul style="list-style-type: none"><li>• Seasonal demand</li><li>• Limited resources</li><li>• Limitation in local market</li><li>• Limitation of products (flowers short life)</li></ul>
OPPORTUNITIES	THREAHS
<ul style="list-style-type: none"><li>• Growing Demand for Sustainable Products</li><li>• Word of mouth</li><li>• Online shop / platform</li></ul>	<ul style="list-style-type: none"><li>• Intense Competition</li><li>• Clients low budget</li><li>• Economic instability</li><li>• Market competition</li></ul>