

**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"> • Knowledge and expertise • Trainings and education programs based in agriculture and in sustainable practices • Online and live trainings • Strong brand name 	<ul style="list-style-type: none"> • Lack of trainers • Promotion methods • Lack of funding
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Funding opportunities for sustainable trainings • Sustainability training demand • Online growth / participants from more areas • Good marketing strategy 	<ul style="list-style-type: none"> • Market competition • Population low awareness • Economic instability