

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

Aydın vocational training and apprenticeship school

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"> -Knowing the concept of CSR -Having strong links with organizations practicing CSR -Gradually increasing willing to include CSR in our school or curriculum -Use of recycled products 	<ul style="list-style-type: none"> -Not providing its employees with social benefits (transportation, food, accommodation, etc.) beyond the minimum standard -Not having necessary knowledge about implementation of CSR in our school -Not support local charity projects as necessary
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> -Enthusiastic staff to conduct educational activities for students, teachers and parents to raise social awareness on social, economic and environmental responsibility. -Having enough human resources -Efforts to achieve low carbon society. -Recycling of wastes and scrap -Having safe and friendly working environment 	<ul style="list-style-type: none"> -Political approaches, globalization pressure and domestic political structures -Lack of communication between companies and general public. -Lack of public policies to promote CSR.