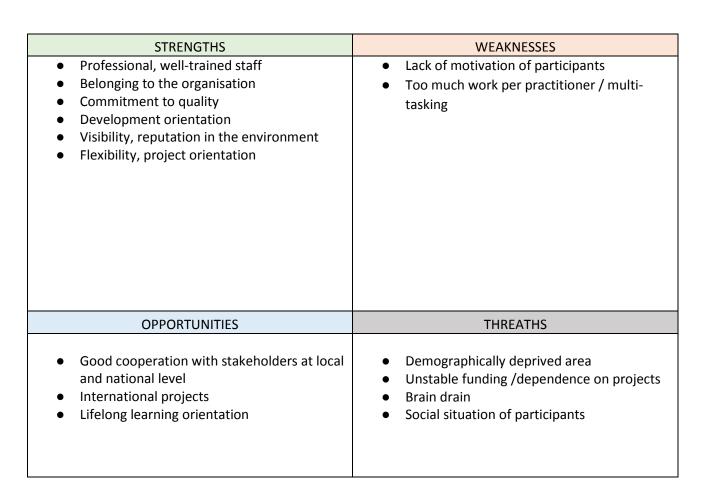


CREATING SHARED VALUE, CHALLENGES, INSTIGATORS AND SWOT ANALYSIS OF CONSTRUCTION SMES TOWARDS STRATEGIC DEVELOPMENT OF SUSTAINABLE ENTERPRISES

ZIK Črnomelj /Slovenia

SWOT analysis is a <u>framework</u> 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.







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