

HOW THE ALBANIAN EXTERNAL ENVIRONMENT AFFECT THE CONSTRUCTION INDUSTRY

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ABSTRACT. Studies have proven that organizations in order to be vital, economically valuable and profitable in the market have to adapt to the external environment. The success and the failure of many companies depend on the factors which affect their activities. Without taking into account the impact of environmental factors, it is not possible to formulate a good strategy or to conduct profitable business. This environment refers to the factors that are outside the influence and control of the organization. It should be an important part of the decision making process and developing process of competitive strategies. The intensive changes of business conditions are an important fact that the organization does not operate in a vacuum. It operates as an open system, located in a certain field and connected directly with the influence of factors that compose this environment. This paper serves to provide a picture of the external environment as a tool of refining and focusing for the industry in which each company operates.

Key words: construction industry, external environment, PEST analysis.

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