

ABSTRACT

The purpose of the study is to analyze the needs, problems, and wants of garment merchandisers concerning English communication at William Connor, a worldwide garment buying company, and Vision Garment, a Thailand garment manufacturer. This study was conducted by means of qualitative research to get in-depth information from the population, by using a set of interview questions divided into four parts: merchandisers' background information, needs investigation from the top management people, problems investigation from the merchandisers, and wants investigation from the merchandisers in those top management people from the two companies. There were a total of five merchandisers, one merchandising manager, and one Managing Director. The process of data analysis was organizing the data, grouping the data into categories, evaluating the data, searching for alternative explanations, and writing the report.

The finding of the study reveals that there are problems in the merchandisers' use of business English communication and they lead to the merchandisers' needs and wants of training in all four skills, from most important to least important: reading, writing, listening, and speaking. The course of training should include technical words related to textile and garment, simple expression, and basic grammar, especially tense and verb, for effective and efficient communication and clarification regarding production status and all other request and issues.

In addition, the finding reveals that the merchandisers' achievement depends on both textile and garment knowledge and English skills for communication. Moreover, the education level affects the merchandisers' success since, in Thailand, the higher education you take, the more English education you gain. Though business English is not highly promoted in every university or institute at the moment, there might be a little bit moving forward in the near future.