

## CONTENTS

	PAGE
ABSTRACT .....	ii
ACKNOWLEDGMENTS .....	iii
CONTENTS .....	iv
CHAPTER	
1. INTRODUCTION .....	1
1.1 Background .....	1
1.2 Statement of the Problems .....	4
1.3 Objectives of the Study .....	4
1.4 Definitions of Terms .....	4
1.5 Scope of the Study .....	5
1.6 Significance of the Study .....	5
1.7 Organization of the Study .....	6
2. REVIEW OF LITERATURE .....	7
2.1 English for Specific Purpose .....	7
2.2 Needs and Needs Analysis .....	8
2.3 Needs fro Business English Communication .....	9
2.4 Problems of Thai People in Business English Communication .....	11
2.5 Relevant Research Concerning Needs and Problems .....	11
3. METHODOLOGY .....	13
3.1 Subjects .....	13
3.2 Materials .....	13
3.3 Procedures .....	14
3.4 Data Analysis .....	14
4. RESULTS .....	16
4.1 Garment Merchandisers' Personal Background Information .....	16

4.2 Merchandisers’ Problems from the View of the Boss That Lead to Merchandisers’ Needs .....	17
4.3 Merchandisers’ Problems in the View of the Merchandisers That Lead to Merchandisers’ Wants .....	19
4.4 The Most Important Skills for Merchandisers .....	21
5. CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS.....	23
5.1 Summary of the Study .....	23
5.2 Summary of the Findings .....	23
5.3 Discussions .....	26
5.4 Conclusions .....	28
5.5 Recommendations for Further Research .....	29
REFERENCES .....	30
APPENDIXES .....	32
A. Interview Questions .....	32
B. William Conner Interview Results .....	34
C. Vision Garment Interview Results .....	47