

# **Meeting Clients' Expectations: An Operation Evaluation of Domex's Sample Room**

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## **Abstract**

As one of the leading manufacturers in the garment industry, Domex observed that its clients' decisions to place their orders were mainly based on whether they were satisfied with the samples. To promote its sales, Domex funded this study to clarify how to improve the operations of its Sample Room in Taipei to meet its clients' requirements. Data came from two sources. One was the archive of all correspondence between Domex and its clients in the past three years. The other was the transcripts of in-depth interview with 16 Domex employees related to the operations of the SRT. With content analysis, there were four major findings. First, most sample comments from the clients were regarding size and workmanship. Second, clients' main reasons to cancel orders were insufficient sale prospect from their vendors and unsatisfied original sample design. Third, new employees' poor skill of and insufficient sewing mechanic in the SRT were the two major hindrances to the quality of Domex's samples. Last, the preparation of material for samples as well as the company structure can be improved for smoother sample making process.

Keywords: Domex, sample room, garment industry