

**Positioning Domex's Competitiveness for Future Sportswear Manufacturing**

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## **Executive Summary**

With the consciousness of Sustainable Fashion, these sportswear brands like NIKE, adidas, and PUMA take a series of actions in their products. Besides, as their manufacturers, some listed garment corporations in Taiwan realized the trend and put into actions to achieve the requirements of the supply chain of these sportswear brands. Unfortunately, Domex did not realize the trend happening in the world. To ensure its sustainable operation, Domex funded this study to clarify how to improve the production and materials of garments and adapt to requirements and objectives of the trend by finding its position. Data came from three sources. One was the annual sustainable report of NIKE, adidas, PUMA. Another was the document and online information from the official website of NIKE, adidas, PUMA of Domex. The other was the Corporate Sustainability Report and online information from 18 garments manufacturing corporations. With pattern-matching analysis, there were three significant findings. First, Domex's perception of a sustainable environment has greatly needs to provide the more and better quality of information about how to reduce environmental impact, save water, reduce energy use and use environmentally-friendly materials. Second, Domex is relatively passive in terms of optimizing the process compared to 18 garment manufacturing companies in Taiwan due to lack of reliable written information as a reference. Finally, it is still necessary to improve the performance of Domex in other labor rights other than implementing human rights regulations.