

Textiles and Design

Section II

25 marks

Attempt Questions 11–13

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Marks

Question 11 — Australian Textiles, Clothing, Footwear and Allied Industries (5 marks)

- (a) List TWO current issues that are affecting the restructuring of the Australian Textiles, Clothing, Footwear and Allied Industries. 2

The employment, the lack of jobs available because machines do all the work.

The quality of the items being made are sometimes very poor.

- (b) Select ONE target market Children's wear. 3

Outline the place and distribution channels, price structure and promotion strategies for the target market selected.

* Children's wear is distributed in most shopping malls.

* The prices for children's wear have gone up dramatically as the clothing is starting to copy young adults.

* The promotion strategies show children having fun and their clothes look good and are not dirty.