

## 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 2 current issues that are affecting the Australian textiles industry are either competition, quality, Not enough funds, Not enough Staff. etc.

- (b) Select ONE target market *Advertising cheaper prices for better quality products. to teenagers.* 3  
Outline the place and distribution channels, price structure and promotion strategies for the target market selected.

The place that you could distribute the products could be major stores like Kmart, target, BigW, David Jones, Grace bros etc. You could promote these products try to tell people that they must have this product because you won't get anything else like it for this quality & price.