

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

with the reduction in Tariffs and quotas in the
 Australian Textiles, clothing, footwear, with globalization
 with the people who are overseas making some
 of these are getting ahead of the Australia
 market but over the last two decades with
 all these going on Australia industries have stood
 strong doing there best.

- (b) Select ONE target market childrens toys 3

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

with childrens toys its easy for the child
 to get carried away with the music
 of what is can do like barbie her new
 doll with butterfly wings selling for about
 \$30. all she does is move her wings
 but on T.V you see her flying around
 by her self, but hers the different adults
 can see its not really going to fly but the
 child says it did on T.V so they still want
 one.