

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

Globalisation.....
Recycling.....
.....
.....
.....

- (b) Select ONE target market children 3

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

The place and distribution channels for this target market would be places where there is a lot of children about eg cities.
To promote this item have children wear them and show them off to their friends this is the best strategies to have. As for the price structure it has to be reasonable. Parents look for something that lasts and affordable.