

# 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.

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	Marks
<b>Question 11 — Australian Textiles, Clothing, Footwear and Allied Industries</b> (5 marks)	
(a) List TWO current issues that are affecting the restructuring of the Australian Textiles, Clothing, Footwear and Allied Industries.	2
<p>The level of imports are the one reason as Australia is importing from other countries this is affecting the industry and the other problem is</p>	
(b) Select ONE target market	3
<p>Sports clothes for teenagers</p>	
<p>Outline the place and distribution channels, price structure and promotion strategies for the target market selected.</p>	
<p>The place for distribution would be through Ads on TV, outlet stores where the target would be the teenagers ages from 14 to 18 and the price would depend on the quality of product to promote the product interesting ads shown be shown on TV</p>	