

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 globalisation of trade in the market-place.
- The need for textiles & textile production to be more environmentally friendly.

- (b) Select ONE target market Children (7-10) 3

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

- For childrens clothes the price would have to be relatively inexpensive as children are growing out of their clother constantly.
- Clothes should be advertised during popular childrens T.V. shows or during shows parents would be watching.
- The clothes would best sell in a childrens store or in their own store but in an area with other childrens stores' near by.