

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

..... Environmental issues - waste disposal needs
..... to be improved and alternatives such as use
..... for by products are being discovered affecting the
..... manufacturing of fibres and fabrics. Tariffs affect the
..... ATCF&AI in that industry support is lessening with
..... little trade protection and high import levels.

- (b) Select ONE target market ~~Children~~ Childrenswear 3

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

..... There are specialised shops for children which sell
..... exclusive labels such as Oak Knoll and Jaz. These
..... are advertised in magazines and catalogues and specialised
..... magazines for childrens clothing such as 'Bambini'
..... magazine. Prices are expensive for these due to higher
..... quality and status in comparison to mass manufactured
..... clothes in department stores such as ~~the~~ Kmart
..... which use window displays, in-store displays giving
..... away free extra toys when garments are bought.
..... They advertise during childrens programmes with famous
..... people like The Wiggles a childrens band.