

# 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 import and export of items - traffis. The traffis are not high enough for Australia to compete with oversea market. Therefore Australians import alot of goods.
- GST introduction, making materials for the Industry more expensive; therefore company have to buy products off shore to be able to survive in the industry.

- (b) Select ONE target market female teenages age 12 - 18 3

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

- Place + distribution - retail store + chain store, also store in plazas + malls. Transport by truck or rail, store in warehouse
- Price structure - clothing to be quit cheap and affordable to all teenage girls. There have to be "mass production" items, not one offs
- Promotion strategies - magazines, TV, poster eg feature in "Dolly" magazines, on TV like the "Just Jeans" ads
- Advertising - need to appeal to the female, bright eye catching, promoting the item, also a brand name is important.